GAVIN SALUTES BLACK MUSIC MONTH

TEDDY PENDERGRASS TALKS ABOUT HIS MESSAGE OF LOVE AND JOY

ISSUE 1708 MAY 27, 1983
BOOM!

THERE SHE WAS

SCRITTI POLITTI

FEATURING ROGER GOSSE ON VOICE BOX

THE NEW SINGLE FROM THE ALBUM PROVISION

PRODUCED BY GREEN GARTSIDE AND DAVID GAMSO

MANAGEMENT: PARTISAN MANAGEMENT LTD. ©1988 JOUISSANCE (UK) LTD

www.americanradiohistory.com
the GAVIN REPORT

TOP 40

MOST ADDED

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RECORD TO WATCH

D.J. JAZZY JEFF & FRESH PRINCE
Parents Just Don't Understand
(Jive/RCA)

Rap sensation is getting D.J. lots of airtime! Top Ten at KSTN, KZZP, 293, 895 and KS104. Sixteen new adds.

Chartbound

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Dropped: #21 Glass Tiger, #25 Pretty Poison, #38 Natalie Cole, #40 Aerosmith (Angel), Sweet Sensation, Keith Sweat, Underworld, Weird Al Yankovic, Stevie Wonder & Michael Jackson.
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<td>ZIGGY MARLEY</td>
<td>Tomorrow People</td>
<td>Virgin</td>
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**Hit Factor** is a percentage of stations playing a record which also have it Top 20.

ie: 100 stations playing the record — 60 stations have it in their Top 20 — Hit Factor = 60%.

Total Reports This Week 326  Last Week 325
**BOZ SCAGGS**

**"Heart of Mine"**

GAVIN TOP 40: 35*-29* 211 STATIONS 21% HIT FACTOR
R&R CHR: 39*-35* 149 STATIONS

| WXKS 11-8 | KEGL 27-18 | WMMS 36-33 | WCZY 25-21 | WKTI 16-13 |
| FM102 27-22 | KWOD 32-28 | KKLQ ADD | KWSS 35-31 | K104 11-7 |
| WBLI DEB-30 | Y108 DEB-24 | | | |

GAVIN A/C: 7*-3* 233 STATIONS 95% HIT FACTOR

*Taken from the Columbia LP: "Other Roads"* Produced by Stewart Levine for Olivecoma Prod., Ltd.

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**JULIO IGLESIAS**

**"My Love"** featuring **STEVIE WONDER**

"As you may have read here on more than one occasion, I'm one of those who firmly believes that the song, not the singer, is the bottom line when it comes to hit records."  
Dave Sholin  May 13, 1988

| FM102 ADD | KPLZ ADD | PRO/FM D-33 | WQCM D-40 | 100KHI D-31 |
| KIXY D-38 | KEZB 23-19 | KBFM 38-34 | KISR 34-27 | Q101 40-36 |

Stevie Wonder appears courtesy of Motown Records Corp.

*Taken from the Columbia LP: "Non Stop"* Produced by Humberto Gutiere and Stevie Wonder

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**JOHNNY KEMP**

**"Just Got Paid"**

| Q107 ADD | WAVA ADD | WNVZ ADD | B104 D-29 |
| Z94 D-35 | WEGX D-30 | KITY D-29 | KIIS/FM D-34 |
| FM102 D-35 | PWR 95 10 | Z100 9-6 | PWR 99 25-17 |
| HOT 103 12-6 | WPGC 24-19 | Z93 22-14 | WNNK 33-21 |

*Taken from the Columbia LP: "Secrets of Flying"* Produced and arranged by Teddy Riley and Johnny Kemp

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**MICHAEL BOLTON**

**"Wait On Love"**

GAVIN TOP 40: 112 STATIONS!!!!

| WMMS 33-29 | WLOL D-38 | KZOU D-40 | WDTX D-25 |
| KIYS 28-22 | FM104 D-30 | 100KHI D-33 | KISR 33-24 |
| KHTZ D-34 | | | |

*Taken from the Columbia LP: "The Hunger"* Produced by Jonathan Cain for Cain Street Productions

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**NEW KIDS ON THE BLOCK**

NEW KIDS ON THE BLOCK

1988, CBS Records Inc.
Those cries of "Please, no more ballads" are just as loud as they were before I left for vacation two weeks ago. While there is some relief being supplied from rockers headed up the chart, the top ten is dominated by the softer end of the musical spectrum. GEORGE MICHAEL continues to be the biggest of 'em all by a wide, wide margin. His grip on number one is strong enough to expect him to stay on top for at least another week. In fact, you have to go back to April 15th to find an uptempo tune ("Get Outta My Dreams...") at number one. Are we headed for a mellow summer?

TWINLOVESX

Twice as many stations move PRINCE into the top twenty as his HIT FACTOR doubles from 28% to 56%. Jeff Jennings at Z95.5 in Detroit reports heavy phone action and top ten sales for the past three weeks, and says it's "just incredible." Big gains at WQCN 28-19, WHDQ 27-19, WTV 19-26, WPST 19-22, WLOL 26-15, WQLK 19-24, KJY 20-17, KIIS 24-17, KPLZ 28-16, etc.

More conversions into the top twenty for POISON, who are helping fill the rock'n'roll void. As expected, it shows up top ten in requests just about everywhere. Moves of five places or more at KPKY 26-21, KGOT 29-19, WQV 14-19, WACV 31-26, FM104 14-29, MFQ 26-16, VQ 25-20, KXXL 24-18, WMMS Cleveland 21-16, WMFQ-Baton Rouge 15-24, WOVQ-Florence 27-18, PRO/FM Providence 29-18, etc.

Looks like "Girlfriend" was just a warmup for PEBBLES. Rapid chart growth in all regions with a big HIT FACTOR increase of 12% to 24%. Debuts in the top twenty-five at Z104 Madison, WHHY Montgomery, Z103 Tallahassee, KOY/FM Phoenix, KIK Davenport, Z100 New York, etc. Added at B104 WJET, Z95 WKLQ, LG73 KOZE, WDEK, WFBC, etc.

When AL B. SURE! became the RECORD TO WATCH April 15th, he only had 43 believers giving him a shot. This week he adds 34 stations to his total, putting him over 200 reports for the first time. Sean Lynch and Chet Buchanan take it 15-10 at Z100 Portland with other top ten rankings at Y108, KATD, KXWZ, KMLE (#1), KITY, Z100 and HOT 103 New York, WTCI, WANS, WCGQ, WHKW, KMGX (#1), etc.

Stations continue to confirm that BOZ SCAGGS is a big favorite with adult females. Sunny Joe White and Jerry McKenna chart it top ten 11-8 at WXKS Boston, as does Bill Shannon K104 Erie, listing it 11-7. HIT FACTOR is up to 20% with top thirty debuts at WJMQ, WANS, KJZ, KQA, KAG, Y108, WHHY, WMMY, PRO/FM, etc.

Few new artists score four hits off their debut albums, but it appears RICHARD MARX is joining DEBBIE GIBSON in that elite group. Charts top thirty at KCPX (#16), KBBZ, KXF, KSLY, KEWB, WLCR, WLOX, WNIC, WKKR, KCIL, POWER 96, B94, KZFN, KMGZ, etc. Adds include POWER 96 Miami, Y108 Denver, B93-FM KCPW Kansas City, WGGZ Baton Rouge, WHQ Atlanta, WCLT/Cerdena, 100/KHI Ocean City, etc.

Positive picture developing on CLIMIE FISHER, taking a healthy 22-15 move for Tim Fox and Denise Lauren at WKTI Milwaukee. Also off to a great start at KBQ St. Louis debut #27, WLLX La Crosse 27-22, KEZI Anaheim 29-26, Z94 Boston 23-19, KIDX San Angelo 30-25, Y108 Denver debut #26, etc. Adds include KDWB, Q104, WNYZ, WLRW, KQAA, WMMY, Z100 Portland, KEWB, etc.

TRACY CHAPMAN

Jamie Hyatt at KSND Eugene was first to mention tremendous reaction to TRACY CHAPMAN after the very first play. He now charts it 19-12 with other hot action at WNZL 19-1, KHSN 29-19, KROW debut #19, WXKS debut #27, WNRL 30-23, WQIQ 28-24, etc. Added at W102QK, K39V, WLKI, WQUT, WBBQ, K104, KXTX, POWER 92, K6ZK, etc.

Initial West Coast success for NIA PEEPLES is spreading. KMLE San Francisco takes it top ten 13-10, and Keith Naftaly reports good callout along with huge sales and requests. Gains at POWER 106 18-14, HOT 103 27-21, KITY 26-21, POWER 99 debut #28, FM102 29-23, KMGX 21-15, KQ9I 18-14, KKVQ 38-22, etc.

KZFR Phoenix and KRQ Tucson keep THE CONTOURS at number one with new airplay now reported at KWSW San Jose, Q105 Tampa, Z104 Madison and B95 Fresno.

HIT FACTOR is up to 15% for DJ JAZZY JEFF & FRESH PRINCE. Bob Case moves it to number one at Z93 Atlanta with other big gains at WNWZ 21-15, WANS 32-19, KWSS 33-25, KIIS debut #21, KS104 18-10, KZSP 8-3, KKKR 30-21, Q90 17-13, B95 19-10, KMGX 25-18, KSTN 18-6, KATD debut #13, etc. No surprise to find this on top of the request pile with tremendous teen response, which can only get bigger as summer begins.
It's not Nostradamus shaking up the country, it's these records!

10,000 MANIACS
"LIKE THE WEATHER" from the In My Tribe LP.

GAVIN TOP 10: UP & COMING
RAR CHR: 71 STATIONS
GAVIN A/C: DEBUT IN UP & COMING
VH-1 MEDIUM ROTATION • MTV ACTIVE ROTATION
ADDED AT: Q100, KRO, WBPX, WWFX
MOVES: WXKS 13-10, WBBO 30-34
WJMJ 22-23, WXXX 36-27, WBCH 14-13
Z104 18-14, KISQ 35-28, KSND 34-28
KJRY 7-6, KATD 17-15, 93XZ 36-27
SALES NEARING GOLD!!

10,000 MANIACS

TRACY CHAPMAN
"FAST CAR" from the Tracy Chapman LP.

GAVIN TOP 40: UP & COMING 5/28/18
RAR CHR: 28/11 WITH 8 HOT REPORTS!
GAVIN A/C: 90°-25° • 114 STATIONS • 71% HIT FACTOR
RAR A/C: 26°-24°
GAVIN ALBUM: 11°-8° • BB POP ALBUM: 44°-35°
WZOU 19-14 HOT, WXXS 3-7, KITS 4-19 HOT
KSDN 19-12 HOT, KBRO 20-9-3 HHT, KIYS 3-5-3 HOT
KJYS 35-28, WERZ 37-32, WWAI 34-34
VH1 MEDIUM ROTATION • MTV ACTIVE ROTATION
TRACY'S SALES JUST WENT OVER 450,000!

TEDDY PENDERGRASS
"JOY" from the Joy LP.

GAVIN URBAN: 6°-3°
RAR URBAN: 7°
BB DANCE: 44°
BB AOR POP: 128°-80°
EARLY CHR ACTION:
PWR5 ADD, HP103 D-36
WQOD ADD, WPBC D-36
KITY D-35, KXXY D-36
VH1 NEW ADD
SALES JUST OVER 300,000

If you're not playing these records, it's not our fault...
on Elektra superior-quality cassettes, compact discs and records.
A MATTER OF COURTESY

Ed Davis, Operations Manager of WHBB and WTUN in Selma, Alabama, has written me about a past column dealing with PDs' annoyance at dealing with unsolicited applications. "What about the other side of the coin?" he asks. "Many of us will solicit applications, expect eager jocks to prepare and send tapes, resumes and cover letters—and then not bother to return so much as a form rejection letter or an acknowledgement of receipt. The only applicant who hears back is the one chosen for the job. In my early years, I found this treatment extremely rude and humiliating, and I swore to myself that when I got to the other side of the hiring desk, I wouldn't treat any applicant that way. Well, I'm here now, and I've kept that promise. If I've accomplished nothing else but making one applicant feel better that his application was worth responding to, it's been worth the effort."

A very good point, and I agree. At this year's Gavin Seminar, Jhani Kaye of KOST/FM in Los Angeles related how the simple courtesy of responding to all applications helped him later in his career. An air talent who had received a reply from him (although not a job) later tipped him to an important personality, simply because of that little act of courtesy. When nobody seems inclined to make the effort to respond to an application, the person who does makes a real impression. That's the advantage that courtesy can confer. Also, it's just good manners.

Depending on his opinion of the tape and resume, Jhani sends three types of standard letters to applicants, expressing varying degrees of interest. He has hired from unsolicited applications, and so have I. Over the years, in fact, I'd guess I've hired more often from unsolicited than solicited applications.

For the air talent preparing an application, a few suggestions:

First and foremost, never send out your only tape of an aircheck. Over the years I've told innumerable times by both neophytes and experienced air talent that an air talent had no tape to submit because it had been sent to another station and not returned. Second, prepare your resume neatly. Generally, it's best to keep it to one page. List only relevant jobs—a grocery-checker job will just underscore your lack of radio experience. If you're just starting out, list education and radio internships. List two or three meaningful, radio-related jobs.

Third, it's a good idea to include a cover letter with your application, indicating why you would like to work at that particular station. But make sure to personalize it. A PD who receives an obvious form letter cannot be blamed for concluding that the applicant has no special interest in the station. Finally, be neat and grammatical in both the cover letter and resume. Remember that the PD who reads them will know you only from what you sent. If you submit a poorly written or ungrammatical material, the PD will naturally get the impression that you are sloppy and/or ignorant. And that's not likely to give you an edge in getting the job—

TOP 40 ADDS

Northeast

HAMILTON, ON (NEVIN GRANT-COLO) INXS, Lita Ford, C.Trick, Paul Janz, Times Two.
MONTREAL, Qc (GUARDI BOURJAUD-COLO/FM) Al B. Sure, Sundoor, Aswad, C.Hart, Pebbles, Scar.$8k.
BOSTON, MA (CLARENCE BARNES-29) Moody's B's, K.Minogue, Scorpions.
CAPE COD, MA (RICK RYDER-WFCS) Aerosmith, B.Russell, Ocean.
KEENE, NH (BRIDGET LYNOTT-WKNE/FM) Chicago, Scar.$8k, Moody B's, T. Chapman, Denver.
ELLSWORTH/RANGER, ME (TIM MOORE-WKSD) INXS, K-B-Starr, C.Hart, Aswad.
HARTFORD, CT (SHAKESWEST-WTIC/FM) N.Peeples, R.Stewart, Eurythmics.
NEW HAVEN, CT (RYAN/KRUISE-K101) J. Wiedlin, Al B. Sure, T.Camps, Ocean.
NEW YORK, NY (SCOTT SHANNON-7100X) INXS, C.T. Dream, Ocean.

Mid Atlantic

PITTSBURGH, PA (LORI CAMPBELL-984) K.Minogue, Chicago.
ALTOONA, PA (DAN DAYWATCHEL-WXBD) C.Hart, Moody's B's, Aerosmith, D. Leppard, White Lion.
STROUDSBURG, PA (ROBBIN LEE ABATE-WSGB) Moody's B's, Chicago, Tower/Pwr, J.Kemp, H.L.Summer, aerosmith.
WILMINGTON, DE (MICHAELS-NOVICE-WSTW) M. Oli, Moody's B's, Chicago, Sade, Barbra, K.Minogue.

Southeast

Baltimore, MD (CHUCK MORGAN-9104) Ocean, Pebbles, C.Trick.
NORTH RALEIGHNC (RAY MCCLADDY-600) Moody's B's, INXS, J.Kemp, Zippy Mar., B.Russell.
CHARLOTTE, NC (RANDALL BLISS-W205) No Adds.

the GAVIN REPORT/May 27, 1988

www.americanradiohistory.com
The New Single

"FEELINGS ARE FOREVER"

From The LP TIFFANY

Over Four Million in Sales

Produced by George E. Tobin
Management by George E. Tobin

© 1988 MCA Records, Inc.
NEW CALLS FOR WORZ
BEASLEY REED COMPLETES TAKEOVER OF '102 JAMS'

The formal acquisition of WORZ-Orlando by Miami-based Beasley Radio Broadcasting has resulted in new call letters for the former WORZ-Orlando, an exective shuffle at the latter. The station, which dropped Classic Rock for Urban earlier this year, is now known as WJHM/102 JAMS. As previously announced, Duff Lindsey is PD, assisted by consultant Jerry Clifton. Taking over as VP/GM is Greg Reed, who retains the same position at sister WPOW/POWER 96-Miami. WPOW PD Bill Tanner has been given the additional titles of VP/Programming and Asst. GM, and will function as corporate programmer, assisting Lindsey and Clifton. In addition, Dave Donahue has been named Asst. GM for the Orlando station, as well as VP/Sales.

Said Tanner, "Building POWER 96 into the dominant Top 40 in South Florida has been the most fun of my career. I really appreciate Greg's confidence in giving me additional management responsibilities, which I take very seriously. It's great to be with such a people-oriented company. They never fail to let you know they appreciate your work."

DO-GOODERS

A round-up of some of the less mercenary aspects of our industries:

• Dionne Warwick, who with her friends raised $1.5 million for AIDS research with her recording of "That's What Friends Are For," will host an AIDS Benefit Weekend in Washington, DC, June 10-12th. Among the highlights of the weekend-long event will be a Sunday concert hosted by Whoopi Goldberg and featuring performances by Elton John, Gladys Knight, Mary Wilson, Rita Coolidge, Barry Manilow, Luther Vandross, and, of course, Warwick herself.

• Elsewhere in the capital that weekend, an Animal Rights Music Festival at the National Mall will cater to a slightly different crowd. The B-52s will host the June 11th rally, with performances by Howard Jones, Guadalcanal Diary, Exene Cervenka of X, Natalie Merchant and Robert Buck from 10,000 Maniacs, as well as European rockers Lena Lovich and Nena Hagen, who contributed "Don't Kill The Animals" to the Animal Liberation album. Speakers include "Golden Girl" Rue McLanahan.

• On June 21st, Danny Goldberg of Gold Mountain Records and Bob Merlis of Warner Bros. Records will co-chair a symposium on "Blacklists, Graylists and Playlists—Repression in the Entertainment Industry." The conference at the Hollywood Roosevelt Hotel is sponsored by the ACLU and People For The American Way, with a host committee including Quincy Jones, Jane Fonda, John Landis, Norman Lear, Little Richard and the Smothers Brothers. For more information, call Petra De Long at (213) 551-1611.

• CD Records is releasing The Best of Comic Relief 2, recorded at the second annual fundraiser at L.A.'s Universal Amphitheatre last year. As with the first Comic Relief LP, $2 from every sale will be donated to benefit America's homeless.

RADI-O-RAMA RADI-O-RAMA

WCZX-Poughkeepsie, NY, names Lenny Bloch PD of the Classic Rock station. He comes from WRCN-Long Island... At WXYZ-Burlington, VT, p.m. driver Russ Connors has been named Promotions Manager, Matthew Carr moves into nights and newcomer Ben Hamilton slides into overnights. Jay Fisher moves over to GSM and Doug Tweedy takes over as LSM... Jay Flannery, formerly of WHEN-Syracuse, is now programming WNYZ-Utica, NY.

The new PD/MD at WAIL-Key West is Rob Connelly, who served as AE at WSUN/WYFN-Tampa... A prime airshift opens up in Louisville as WDJX p.m. driver Chris Randolph segues to midnights at KBEQ-Kansas City. Call Chris Shebel at (502) 589-4800... MD David Houston adds PD title at WKWF-Union City, TN... WJZM-Clarksville, TN, Music Director Monte Hamilton is now also weekending at Nashville's 103KDF... Crossover, Cy Young moves up to CM for WVOL/WQOK while Terrell Newby arrives from WARD-Clarksville, TN, to program WQQK... Good luck to Earl Boston, heading out from WFXM-Macon, GA, to take over the PD spot at Inter-Urban's St. Louis combo, KATZ AM/FM. Says Earl, "Hard work produces winners!... At KJZS/S-Toppler Bluff, MO, midday guy Dennis Casey has been named PD. The new MD is Sheri McKnight, who moves from overnights to the 7-midnight shift... Stephen Hoerr has been named Director of Development and Promotion for The Sacred Heart Program, a St. Louis-based syndicator run by the Catholic Church.

After a year at the programming helm of KJ103 (KJYO) in Oklahoma City, Joel Folger is returning to KEGL (EAGLE 97)-Dallas. He replaces John Roberts, who left the Sandusky Top 40 outlet last month to program Album rockers KZEW crosstown... KAB-C-Los Angeles names John Brose Program Director. He has been GM at Fresno Newstalk/Country combo KMI/KKXM for the last two years... At KUBE-Seattle, Randy Irwin is now Production Director.

KCGL'S LATTER-DAY REINCARNATION

MODERN MUSIC FOR UTAH'S KJQ

After Modern Rocking in overnights for some months, KJQN-Ogden, UT, has jumped into the format full-time. The Top 40 station had been selling its nighttime slots to Modern Music, Inc., composed of survivors of the legendary KCGL, which brought Alternative sounds to the Deseret basin until its untimely demise in late '86.

DELTA BLUES

Billy Gibbons, Dusty Hill and Frank Beard—better known as ZZ Top—present a special guitar to the Delta Blues Museum. The boys took part in a daylong celebration to kick off a million-dollar fundraising drive for the museum in Clarksdale, Mississippi, home of the legendary Muddy Waters. That guitar is carved out of the wood from Waters' home, with the artwork representing the Big Muddy's meandering course to the delta.

New PD Mike Summers says, "It's great to finally give the people what they want. With KCGL, we created an audience for alternative product on a commercial airwave. Now we're back." The change displaces a talented Top 40 programmer, Paul Wilson, who awaits new challenges at (801) 566-2144. Meanwhile, former KCGL programmer DeW Williams has landed a new gig, as local L.A. rep for Elektra Records. He starts Memorial Day.
CLIMIE FISHER
“LOVE CHANGES EVERYTHING”

WXKS 28-23
Z94 23-19
PRO/FM 34-28
WZPL ADD
KDWB ADD
WKTI 25-15
WLOL 35-30
WKBQ 33-27
Y108 D-26
WBCY D-30
WQUT D-40
KKRZ ADD
KXYQ ADD
MTV HIP CLIP

THEME FROM THE S-EXPRESS
A COUNTDOWN IS PROGRESSING!
ADDED AT:
WQUE KKBQ
KRBE WGH
KITY WXKS
WHYT FM102
HOT 103
A DANCE SMASH!!!

TRACIE SPENCER
“SYMPTOMS OF TRUE LOVE”

KWOD ADD
KITY D-32
WQUE D-30
Z93 28-23
KFMW 11-8
BREAKING WPGC

STRONG URBAN CROSSOVER:
GAVIN URBAN CHART D-36*

SEQUAL
“T’M OVER YOU”

"Northern California’s #1 -- 12” smokes on the air!"
Keith Naftley
KMEL ADD @22
BADEAUX BOOSTED
Although WE printed the news two months ago, the Warner Bros. Official Press Release and Picture arrived only last week. So it must be true: Marjolyn Badeaux is the label’s National Director of Black Music Marketing. A tireless and outspoken advocate for the format, she has been with the Black Music department since 1976. Said Senior VP/Black Music Marketing and Promotion Ernie Singleton: “Much of the continuity, coordinated effort and overall success of those years can be directly attributed to her hard work.”

GAYLE FORCE SWEEPS INTO ISLAND
Say hello to Gayle Miller, the new Director of Alternative Marketing for Island Records. For the last year, Gayle has been with Concrete Marketing, responsible for such acts as Tracy Chapman, Guns And Roses and White Lion. Island VP/GM Bill Berger, who announced the appointment, said, “Gayle’s background and experience make her the ideal person to head up Island’s Alternative marketing department.”

NET DEBUTS PA PROGRAMMING 'FAMILY TALK' ON UNITED STATIONS
The United Stations Radio Networks debuted its first venture into public affairs programming May 22nd. "Family Talk from Covenant House," is co-produced by the nonprofit organization which for the last 20 years has dealt primarily with runaways and homeless children. The two-hour weekly call-in show is offered free of charge and with no network commercial requirements. John McConnell, USRN’s VP/News and Sports, said, "Family Talk" was first brought to my attention through the efforts of one of our newscasters, Jim Cameron, who has been and continues to be the creative force behind the program. This show is highly produced both technically and conceptually, including contemporary music beds and pre-produced features. Each hour can stand alone, making it extremely flexible for programmers. In short, this is great radio.”

BIRTHDAYS, BIRTHS, WEDDINGS
compiled by Diane Reiter

Our Best Wishes and HAPPY BIRTHDAY To:
Faith Henschel, KCMU-Seattle, WA 5/29
Harley Davidson, KSJQ-Modesto, CA 5/29
Stick, KBAU-Golden Meadow, LA 5/29
LaToya Jackson 5/29
Thom Williams, WOKO-Albany, NY 5/30
Wynonna Judd 5/30
Cory Wells, KAAK-Great Falls, MT 5/31
Corey Hart, Johnny Paycheck 5/31
Sherry Kennedy, KEFM-Omaha, NE 6/1
Bill James, KXEL-Waterloo, IA 6/1
Jesse Johnson, Ron Wood, Alan Wilder (Depeche Mode) 6/1
Charlie Watts, Marvin Hamlish 6/2
Our belated Birthday Wishes to...
Larry Douglas, Epic Records 5/16

Our CONGRATULATIONS to JOHN BRADLEY, Program Director of KBCO-Boulder, CO, and his wife, TERRY, on the birh of their first child, NICHOLAS. Born May 21st, weighing 7 lbs. 13 oz.

...CONGRATULATIONS to MIKE JAMES, Air Talent at KIQA-Lebanon, OR, and his wife, DAWN, on the birth of their daughter, RACHEL MARIE. Born May 16th, weighing 6 lbs. 4 oz.

Our Wedding Bells are ringing on June 11th for DON GRAHAM, Program Director of KBAU-Golden Meadow, LA, and BRENDA DAIGRETON. BEST WISHES to both.
We're On A Roll

Steve Winwood
“Roll With It”
1, 348, 791 adds
out of the box.
Have you added it yet?
From the forthcoming LP Roll With It.
Produced by Steve Winwood and Tom Lord Alge.

Ziggy Marley
& The Melody Makers
“Tomorrow People”
GAVIN TOP 40: 138/18
WXKS 29-26 94Q 19-12 Z93 25-19 PWR99 20-16
FM102 30-26 KITS 7-6 KMEL 26-23 KATD 31-27
KRBE D-30 B97 D-34 JET/FM D-30 KPLZ ADD
KCPX ADD KSTN ADD 92X ADD WMJQ ADD
WDAM ADD 106X ADD WRCK ADD
From the LP Conscious Pura:
Produced by Chris Frantz/Tina Weymouth.
Executive Producers: Ziggy Marley & The Melody Makers.

Scarlett & Black
“Let Yourself Go Go”
GAVIN TOP 40: UP & COMING 75/19
ADDs: PRO/FM
CKOI POWER99
WKTI KEGL
ON: KGOT
JLK/FM WXXQ
KREO KSND
CHART:
KRNQ 17-15 KKQV D-31
KPSI D-33 KVFM 36-32
The follow up single to the
top twenty hit “You Don't Know.”
From the LP Scarlett & Black.
Produced by Daize Washbourne
Paul Harding/Paul Fox/Skip Drinkwater,
a Pete Waterman production.

Paula Abdul
“Knocked Out”
KMEL 14-11 Z93 31-22
KSTN 34-29 KMGX D-35 KBOS D-26
KDON ADD KKFR ADD KRQ ON
KZZP ON FM102 ON KWSS ON
The single from the forthcoming LP Forever Your Girl.
Produced by LA & Babyface for Laface productions inc.
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<td>TONY TERRY</td>
<td>Forever Yours (Epic)</td>
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<td>I Know You’re Out There Somewhere (Polydor/PolyGram)</td>
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The Following Singers
Are Known For Their Outstanding Style And
Unique Voices...

WHITNEY HOUSTON
SADE
ANITA BAKER

NOW INTRODUCING...

SHIRLEY EIKHARD

"YOU'RE MY WEAKNESS"
The CD Single From
The Forthcoming Album,

"TAKING CHARGE"

On Cypress Records
Compact Discs &
Cassettes
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<td>7</td>
<td>CHEAP TRICK</td>
<td>The Flame (Epic)</td>
<td>Epic</td>
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<tr>
<td>46</td>
<td>3</td>
<td>JON ANDERSON</td>
<td>Hold On To Love</td>
<td>Columbia</td>
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<td>41</td>
<td>4</td>
<td>VIEW FROM THE HILL</td>
<td>Stay And Let Me Love You</td>
<td>Capitol</td>
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<td>39</td>
<td>14</td>
<td>AL B. SURET</td>
<td>Nite And Day</td>
<td>Warner Bros.</td>
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<td>36</td>
<td>36</td>
<td>* CHICAGO</td>
<td>I Don't Wanna Live Without Your Love</td>
<td>Full Moon/Reprise</td>
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<td>35</td>
<td>5</td>
<td>MICHAEL BOLTON</td>
<td>Wait On Love</td>
<td>Columbia</td>
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<td>34</td>
<td>4</td>
<td>HERBIE MANN</td>
<td>Sonhos (RBl)</td>
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<tr>
<td>31</td>
<td>31</td>
<td>* COREY HART</td>
<td>In Your Soul</td>
<td>(EMI-Manhattan)</td>
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<tr>
<td>28</td>
<td>11</td>
<td>* TERENCE TRENT D'ARBY</td>
<td>Sign Your Name</td>
<td>Columbia</td>
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<tr>
<td>22</td>
<td>5</td>
<td>* 10,000 MANIACS</td>
<td>Like The Weather</td>
<td>(Elektra)</td>
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</tbody>
</table>

**DROPPED***

- Fleetwood Mac
- Starship
- Cheryl Wheeler
- Whitney Houston
- Scarlett & Black (Know)
- Elsa Florillo
- Icehouse
- NuShooz

### INSIDE A/C

The top six dominate the rest of the chart. Hornsby & The Range may have taken "The Valley Road" to the top, but Boz Scaggs has high octane in his Vespa as he leads our airplay ranking with a whopping 233 reports.

Iglesias & Wonder are now HIT FACTORED by 85% of their 191 players, up from a 70% and 173 last week. New this week for WSKY, KRKO, KAAK, WWDE, WGMQ, WKGW etc.

Eric Carmen, once again a MOST ADDED with 37 new stations, is setting his sights on a single-digit future. New for WSNJ, KEFM, KFMB, WYBC, WTIC/AM, KLSY, KLSQ, KSS, etc.

Young Tracy Chapman's "Fast Car" is HIT FACTORED for 71% of its players and, if you're ready for this, 52 Top 40 stations with ears. Will wonders never cease? For those of you who wait to be forced on records by your Top 40 brethren and sisters, you've got about three weeks.

Sade has now scored 185 stations in a little over three weeks with a smokin' (not pokin') 61% HIT FACTOR an already HEAVY rotation for 18%. Another woman with one name, Cher, has moved 11 points on the chart the past two weeks. Now chering are WMT/FM, KWAV/FM, 3WM, WQTV, KFYE/FM, WAEW, KWEB, KMYN, WAKJ, WMMQ/FM, WTWR, KHLT, WLAM and KKIQ.

The duo of Climbie & Fisher are now over 100 A/C stations with WGMQ/FM, KRKO, WKMI, WZNY, KUIC, KMGH, KUKI, KLOO, KWEB, KSTQ, KTYL and WEIR climbing on board.

The Deele are HIT FACTORED at 57% overall, but if you subtract this week's adds, the figure is 80%. New this week include KOST, WAHR, KFMB, WMTR, and HEAVY for B100, KCMJ/FM, WAFL, WJZM etc.

A healthy 62% HIT FACTOR allows the new Lanz & Speer, "Desert Rain," to debut at #34. Among the serious rotation commitments are those from KFOR, WSKY, KSKJ, KKRB, KLZS, KIZZ and WMMG.

Last week's RECORD TO WATCH, "Forever Yours" by Tony Terry, adds 16 stations to its profile, including KTID, WNAT, KDZA, WASK, WBLG, and KLOG. This one was an A/C pick on May 6th and is now even attracting attention at Urban & Top 40.

This week's RECORD TO WATCH, "Hands To Heaven," by Breathe, should be familiar by now. It has debuted on the Top 40 chart as it's cut through the ballad-weary resistance factor of the format. With 27 adds (many of them re-adds), Breathe is now CHARTBOUND again in A/C.

F. Scott & Zelda

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*The Gavin Report/May 27, 1988*
**ARTIST** | **TITLE** | **LABEL** | **Reports** | **Adds** | **Heavy** | **Medium** | **Light** | **Hit Factor** | **Weeks**
--- | --- | --- | --- | --- | --- | --- | --- | --- | ---
BRUCE HORNSBY & THE RANGE - The Valley Road (RCA) | 225 | 4 | 196 | 24 | 1 | 97% | 6
GEORGE MICHAEL - One More Try (Columbia) | 216 | 2 | 197 | 15 | 2 | 98% | 8
BOZ SCAGGS - Heart Of Mine (Columbia) | 233 | 6 | 167 | 56 | 4 | 95% | 6
DARYL HALL & JOHN OATES - Everything Your Heart Desires (Arista) | 215 | 3 | 188 | 20 | 4 | 96% | 8
DAN HILL - Carmelia (Columbia) | 217 | 3 | 180 | 34 | 2 | 98% | 10
JOHNNY HATES JAZZ - Shattered Dreams (Virgin) | 212 | 1 | 182 | 24 | 5 | 97% | 11
BILLY VERA & THE BEATERS - Between Like & Love (Capitol) | 200 | 7 | 103 | 80 | 10 | 91% | 7
BELINDA CARLISLE - Circle In The Sand (MCA) | 192 | 12 | 116 | 56 | 8 | 89% | 7
RICK ASTLEY - Together Forever (RCA) | 195 | 14 | 101 | 70 | 10 | 87% | 7
THE JETS - Make It Real (MCA) | 198 | 14 | 95 | 75 | 14 | 85% | 6
BASIA - Time & Tide (Epic) | 181 | 8 | 102 | 59 | 12 | 88% | 13
JULIO IGLESIAS w/STEVIE WONDER - My Love (Columbia) | 191 | 11 | 135 | 129 | 16 | 85% | 5
GEORGE HARRISON - This Is Love (Dark Horse/Warner Bros.) | 177 | 3 | 44 | 110 | 20 | 87% | 5
BRENDA K. STARR - I Still Believe (MCA) | 148 | 7 | 46 | 81 | 14 | 85% | 10
SADE - Paradise (Epic) | 185 | 32 | 26 | 87 | 40 | 61% | 3
DEBBIE GIBSON - Foolish Beat (Atlantic) | 160 | 16 | 31 | 89 | 24 | 75% | 5
CHER - We All Sleep Alone (Geffen) | 134 | 14 | 22 | 75 | 23 | 72% | 7
ERIC CARMEN - Make Me Lose Control (Arista) | 138 | 37 | 11 | 74 | 16 | 61% | 3
DEVONSQUARE - Walking On Ice (Atlantic) | 115 | 3 | 12 | 81 | 19 | 80% | 8
TRACY CHAPMAN - Fast Car (Elektra) | 114 | 7 | 12 | 69 | 26 | 71% | 8
RICHARD MARX - Hold On To The Nights (EMI-Manhattan) | 141 | 28 | 6 | 65 | 42 | 50% | 4
CLIMIE FISHER - Love Changes (Everything) (Capitol) | 101 | 12 | 5 | 53 | 31 | 57% | 5
THE DEELE - Two Occasions (Solar/Capitol) | 101 | 32 | 11 | 44 | 14 | 54% | 4
LOUISE GOFFIN - Bridge Of Sighs (Warner Bros.) | 96 | 16 | 5 | 45 | 30 | 52% | 7
OMD - Dreaming (A&M) | 84 | 5 | 7 | 50 | 22 | 67% | 6
DAVID LANZ & PAUL SPEER - Desert Rain (Nara Equinox/MCA) | 69 | 9 | 8 | 35 | 17 | 62% | 8
BILLY OCEAN - The Colour Of Love (Jive/Arista) | 113 | 65 | -- | 24 | 24 | 21% | 2
GREGORY ABBOTT - I'll Prove It To You (Columbia) | 83 | 25 | 1 | 33 | 24 | 40% | 3
COVER GIRLS - Promise Me (The Fever/Sutra) | 67 | 11 | 3 | 27 | 26 | 44% | 5
POINTER SISTERS - I'm In Love (RCA) | 83 | 28 | -- | 24 | 31 | 28% | 3

**REVIEWS** by Ron Fell & Diane Rufer

**MOODY BLUES**

*I Know You're Out There Somewhere*  
(Polydor/PolyGram)

Saddlebags brimming with memories, these cosmic cowboys or knights in white satin re-visit the days of future past in search of love's holy grail.

**JOHNNY MATHIS**

*I'm On The Outside Looking In* (Columbia)

Little Anthony & The Imperials' version of this song was a slowdance fave of the pre-Pepsi generation in '64, and Mr. Mathis' ballads like "Chances Are," "It's Not For Me To Say" and "The Twelfth Of Never" were the standards of the same dance form in 1957. This '80s version, produced by Bunetta & Chudacoff, returns the song and the singer in fine form.

**DAVID BENOIT w/DAVID PACK**

*The Key To You* (GRP)

The fusion of a delicate acoustic piano and an Ambrosian lead singer makes for an excellent A/C track. Benoit is a current hero in the light jazz format while David Pack's familiar voice with Ambrosia is unique.

**PAUL CARRACK**

*When You Walk In The Room* (Chrysalis)

This Jackie DeShannon song, a hit for The Searchers in the Fall of '64, gets a refreshing update from PC as the third single from his recent album.

May 27, 1988, the GAVIN REPORT
Northeast


LEWISTON, ME (CHRIS LAYNE-WLMR) Chayar.

GARDINER, ME (MEGAN FRICK-WASK) C. Trick, G.E./Miami.


CANTON, OH (FRANK BYRD-WWIT) Ocean, G. Abbott, Moody's B, T.T.D'Arby, E'Thing....

CHARLOTTE, NC (BILL CONWAY-WEZC) No Adds.

KNOCKINGHAM, NC (MARY MORGAN-WAYAN) Sadie, Scarlet Abk, C. Richard.


HARTFORD, Ct (DAVID BERNSTEIN-WTICAM) E. Carmen, Sadie, G. Abbott, L. Goffin.

WILLIAMCT., Ct (EVAN/NORMAN-WILMAN) R. Max, Full Swing, CoverGirls, Ocean.

NEW HAVEN, Ct (JAY M CORMICK-WLNE) No Report, Frozen.

WESTPORT, Ct (BRENT RICHARDS-WABK) Ocean.

NEWCASTLE, PA (GREG HAMLIN-WTCB) E. Carmen, R. Max, Al B. Sure.

LORIS, Sc (GLENN HARDEE-WLSC) Al B. Sure, Ocean, T.T.D'Arby.


ROME, Ga (GABBO SHANNON-WCKX) Ocean, G.E./Miami, R. Max, Taylor/Daynez, Moody's B.

ROME, G.A (DANNY HOWARD-WTOD) Ocean, R. Max, Cher, E'Thing....

CALHOUN, Ga (DAVID CROWDER-WBLS) Delee, Ocean, B. Sure, E. Carmen.

AUGUSTA, Ga (JACK PATRICK-WZNY) Ocean, G.E./Miami, Climie F.


KINGSLAND, Ga (JIM ALYERS-WKBS) G.E./Miami, B. Vera, L. Goffin, Ocean, CoverGirls.

ST. AUGUSTINE, Fl (JIM ANDREWS-WVNU) No Report, Frozen.

JACKSONVILLE, Fl (DILLON/SKORSIKI-WAVI) No Report, Frozen.

FT. WALTON BEACH, Fl (RICK NELSON-WZFB) Ocean, G.E./Miami, Chicago, Pointers.

STUART, Fl (GREG ARCHER-WSTU) B. Vera, G. Abbott, Ocean.


BIRMINGHAM, Al (BILLY WARD-WFBM) Ocean, G.E./Miami, Climie F., Taylor/Daynez, Moody's B.

CLARKSVILLE, Tn (MONTE HAMILTON-WZMW) H.L. Summer, R. Max, G.E./Miami, Chicago.

CLARKSVILLE, Tn (MICHAEL JOHNSON-WCVQ) Breathe, Moody's B, Ocean, Al B. Sure, G. Abbott.

CHATTANOOGA, Tn (PAUL MARSHALL-WLXM) Toto, R. Astley.

CHATTANOOGA, Tn (SCHAEFFER/MCCDY/GOW) Ocean, G.E./Miami, Chicago, Pointers, Climie F., Covers.

JACKSON, Tn (JIM CALLAHAN-WMMX/FS) J. L. Loring, B. Sure, Ocean, B. Sure.

OXFORD, Ms (KELLMAN/TUTOR-1107) Al B. Sure, Moody's B, Ocean.

NATCHEZ, Ms (C.C. CHANCE-WNAT) 10K Maniac, G.E./Miami, Taylor/Daynez, Moody's B.

BRANDEBURG, Ky (KYMARR BENNETT-WMMG) E. Carmen, Moody's B, R. Astley.


DUBUIQUE, Ia (CRAIG ROGERS-KDTH) Delee, E. Carmen.

CEDAR RAPIDS, Ia (EDWARDS RAPIDS-WMTM) No Report, Frozen.

CEDAR RAPIDS, Ia (DENNIS GREEN-WM/FM) Cher, B. Sure, Moody's B, G.E./Miami.

FOREST HYDE, Ia (FRED INWOOD/FM) No Adds.


LEWISTON, Mn (ROB RAVEN-WBCG) L. Goffin, Ocean, E. Carmen.

ROCHESTER, Mn (RICH PETERSON-KRCG/AM) B. Vera.

ROCHESTER, Mn (AL ALEXEISON-WKWE) R. Max, E. Carmen, Pointers, Climie F., Lonely.

UBERANE, Mn (KEITH MAINE-KO) Frozen, E. Carmen, Ocean, L. Goffin, B. Sure.

WILLAND, Mn (DAN HAMANN-KSIC) No Report, Frozen.

MARTIAL, Mn (PERRY MILLER-KBLL/AM) G. Michael, R. Russell.

Hercules, Pt (BTZ SCOTT-WBCG) B. Sure, Climie F., Covers.

BROOKLYN, N.Y (DELLAS COLE-KBKR) C. Richard, B. Sure, Climie F.

SIOUX FALLS, S.D (CARY WENCIL-KSJO) B. Sure, E. Carmen, Ocean, T.T.D'Arby.


BISMARCK, Nd (RINNARD/HARDT-KY) Ocean, G.E./Miami, Climie F., Covers.

BISMARCK, Nd (FREEMAN/SAYLER-KBZD) E. Carmen.


WARRBURG, Ml (ERICH MULLER-KKOL) G.E./Miami, Climie F., Covers.


ST. JOSEPH, Ml (HEATHER/MOORE-KJKO) J. L. Loring, B. Sure, Ocean.

WICHITA, Ks (RICK HAYES-KLZS) B. Sure.

JACKSONVILLE, Fl (GREG ARCHER/WSTU) B. Vera, G. Abbott, Ocean.

JACKSONVILLE, Fl (DILLON/SKORSIKI-WAVI) No Report, Frozen.

FT. WALTON BEACH, Fl (R. NELSON/WZFB) Ocean, G.E./Miami, Chicago, Pointers.


HARRISON, Ar (KATHY SASSIE-KOZ) Delee, Ocean, Scarlet Abk.

South

CAMBRIDGE, M.D (JOEL SCOTT-WCEM/FM) E. Carmen, Moody's B.

OCEAN CITY/SALISBURY, Md (DANNA SCHULZ-FD) Ocean, G.E./Miami.


MILFORD, De (BURLINGTON-BALDWIN) C. Harte, Taylor/Daynez, Moody's B.

Lynchburg, Va (ROBERT WILSON/WGLO/FM) Ocean, Climie F., Covers.

BRISTOL, Tn (WICKS/TONKY WICK-BETH) Moody's B.

WESTON/STEBENVILLE, N.Y (SHANE/MICHAELS-WEIR) Delee, Climie F., Covers.

ROCKY MOUNT, N.C (LESLIE JORDAN-WD) Sade, R. Max, R. Astley.

MASON CITY, Ia (HARRY O'NEIL-KLSS) E. Carmen, Ocean.

MASON CITY, Ia (ADAM LOCKER-KG0) Sade, R. Astley, B. Sure, Climie F., Covers.

WATERLOO, Ia (ROGER DAVIS-KWLO) R. Max, E. Carmen, Ocean.

Central

LOGAN, Oh (CHUCK ANTHONY-WLBN) Chicago, R. Travis.

MARION, Oh (PALMER/SCHOTT-WMRN) G.E./Miami, Full Swing, G. E./Miami, Climie F., Ocean.

ARCHBOLD, Oh (MARK KNOLL-WFHO) Tony Terry, Sadie, E. Carmen, Climie F., Covers.

TOLEDO, Oh (TRED HELLER-WSPO) No Report, Frozen.


ZANESVILLE, Oh (PETE PONIKA-WHIZ) Climie F., Covers.

YOUNGSTOWN, Oh (JIM HURST-WFMA) Ocean, Loring/B.C, Ocean.

DOVER, Oh (STEVE KELLY-WJ) No Report, Frozen.

SANDUSKY, Oh (HUGG/HEART-WCPS) C. Trick, Al B. Sure, Chicago.

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The annual Broadcast Promotion & Marketing Executives and Broadcast Designers' Association Seminar
Los Angeles, California June 8–11, 1988

There’s Plenty of Meat at this Meet for Radio!

Below is what the 1988 BPME & BDA agenda looks like for you, if you are a radio station promotion, sales, program, or general manager:

WEDNESDAY
7:30 Idea-sharing Breakfast with format tables
9:00 A Vision of the New Age with Alan Kay
Apple Computer Fellow
10:45 The Power of Sound with Andrew Goodman
President American Comedy Network
Noon - 6:30 Exhibits Hall, with more than 60 marketing and promotion-related firms
1:30 Time Management - Part I with Bill Brower
2:45 The Effective Radio Station Marketing Plan, with the team from LA's KPWTR-FM
4:00 Presentations for Radio "Amazing Invisible Market" with Maurie Webster
President Radio Information Center & Charlie Furlong Communications Director Group W Radio
5:00 Welcoming Reception in Exhibits Hall
6:15 Buses begin leaving for Gala Universal Studios Party & Concert

THURSDAY
7:30 Radio Breakfast Speaker: Jeffrey Smulyan President Emmis Broadcasting
9:00 Marketing the Movies Presenter: Steve Solmen (Former President Columbia Pictures)
10:45 Sales Training for Radio Promotion Directors (Pt.I) with Erica Farber Executive Vice President Interrep
2:30 AT&T: The Right Choice Dissection of a successful marketing campaign by those who produced it
2:30 Allocating Promotion Resources for Radio Stations with Dr. Len Lodish The Wharton School U. of Pennsylvania
4:00 Sales Training for Radio (Pt.II)
5:00 Exhibits Floor Reception
7:00 40 Hospitality Suits

FRIDAY
7:30 BPME Business Meeting & Breakfast
9:00 The State of Our Art: Television Advertising with NBC VP John Miller
10:45 The State of Obscenity in Broadcasting
10:45 Comedy and Copy for Radio with Bert Berman & Alan Barzman Best, Bar & Kirby, L.A.
10:45 The State of Political Marketing with Paul McCarnthy Broadcast-Cable Associates
Noon - 6:30 Exhibits Hall, with more than 60 marketing and promotion-related firms
1:30 Time Management - Part II with Bill Brower
3:20 New Age Technologies for Broadcasters
4:00 What's the Big Idea with Chuck Blore
6:00 BPME Design Awards
9:00 Hospitality Suits

SATURDAY
9:00 History of Broadcast Design with Les Dorfman
10:45 Effective Radio Commercials on TV, with George A. Burns, Burns Media
10:45Nonverbal Communication in Advertising with Dr. David Stewart U.S.C. School of Business
10:45 Outdoor Advertising with Ron Fagen L.A. Marketing Consultant
10:45 International Marketing & Promotion Showcase
12:30 BPME Honors Luncheon: H. Brian Thompson President MCI Telecommunications
2:15 What's New: Radio Marketing Produced by Dan Garfinkel
McVey Media
4:00 Meeting of the Media
4:00 Radio Marketing & Merchandising with Danny Flamberg Vice President Radio Advertising Bureau
4:00 Radio Marketing & Media Buying with Al Rosenfels
4:00 Radio Marketing & Media Buying with Al Rosenfels
4:00 BPME Gold Medallion Awards Host: Alan Thicke
9:00 Seminar Closing Pool-side Party

The only seminar exclusively for radio, TV and cable marketers, promoters, advertisers and designers!

For registration information, call Pat Evans, BPME East: 402 East Orange Street, Lancaster, PA 17602—717/397-5727
For agenda information, call Maryann Wiedemann, BPME West:
6255 Sunset Boulevard, Ste. 624, Los Angeles, CA 90028—213/465-3777

www.americanradiohistory.com
MARKETING by Harvey Mednick

THERE'S NO SUBSTITUTE FOR CREATIVITY

Once more, that favorite word of mine has sprung up—synchronicity. In the brief period of a couple of weeks, I had a conversation with my favorite researcher, Peter Mokover, received a letter from Gary Bryan at KUBE-Seattle and spoke to the Selkirk Group in Vancouver, and running through all these happenings was the synchronous thread of creativity.

Let's look at all three independently to see how they interrelate, and what lessons we can learn. When I spoke with Peter, it was in response to his interest in the upcoming BPME seminar in L.A., and whether or not he should attend. We then moved into a discussion of the role of research in the areas of marketing and promotion. It is Peter's contention that research is a tool that should be used as part of the creative process—but, as he stated, "There is no substitute for creativity."

What it is saying to me is twofold: First, when you are conducting internal research for your station, you might think very seriously about adding a few marketing/promoting questions to your array. In this way, you'll gain better insight into your listeners' attitude toward contesting in general. Do they like or dislike it? What prizes do they prefer? Cash? Trips? Cars? Concert tickets? For which artists?

Second, when you design a new contest or promotion, you can test its desirability/acceptability. In this way, you might just be able to predict the response rate, and re-think the program if the test group is less excited by what you're planning.

This concept is hardly revolutionary. Product people do it all the time, and they further extend the market in which they try out the product and make any necessary adjustments before introducing it to the general public. What Peter is saying here is that research is important as a confirming tool, and as an indicator of potential opportunities which may exist in your marketplace.

A number of years ago, a station with which I worked offered its listeners a brand-new Mercedes 450. It sure sounded good on the air. After all, who wouldn't want a sumptuous $39,000 (at the time) package of glistening Teutonic engineering? Answer: the audience. Response to the contest was lukewarm, and the station was disappointed.

So, in a subsequent research study, they asked, "If the station was giving away a car, which one would you want to win?" Answer: a Corvette. And to make things even more painful, in those days a new Corvette cost about $19,000. With a little research, the station could have had a more successful promotion at half the cost.

All too often we get trapped in our own creativity, or influence our thinking unfairly by inserting our own personal preferences in the process. We are here to try very hard to give the listener what he or she wants—not what we want.

My letter from Gary Bryan was about my column dealing with scavenger hunts. What disturbed him, he said, was my 'over-analytical attitude towards promotions in general. I find it hard to believe that this is the same attitude with which you created so many of those great, aggressive RKO promotions which still inspire so many of us today. The bottom line reality may have changed somewhat, but the creative process remains the same...Sometimes you have to throw it against the wall to see if it sticks!...Let's not discourage young broadcasters from taking risks, and perhaps trying something KIIS and Z100 haven't done yet!"

Gary, I hate to break your heart, but this is the same attitude I've held since I joined RKO back in the late '60s. I believe that if there is one common quality of all of the promotions we designed in those golden days of Top 40, it is that they were extremely well thought out, and met specific goals emanating from the PD or GM. Oh, we threw a lot of ideas against the wall, but only in brainstorming sessions. When it came time to put a promotion on the air, that promotion had to have already answered a lot of hard questions from demanding pros like Perry Ury, Bob Henabery and Bill Drake.

Today, as stations have become commodities for major corporations who make extraordinary demands on management, we can ill afford to squander precious dollars mounting promotions or contests that have as their prime asset the fact that they "stuck to the wall."

It's a lot like acting. The great actors make it seem effortless. But the thought, study and research that goes into crafting a role is awesome. And so it is with us. You're right, Gary—you shouldn't look to KIIS or Z100, but rather use your own intelligence and experience in the creative process. Make sure that what you finally come up with will meet your predetermined goals, while minimizing the risks. Remember the hallmark phrase of Thomas Edison, who told his staff at Menlo Park, "Create no product for which there is not already an audience." For us, that translates as, "Create no contest/promotion for which there is not already an audience."

How does all this tie into Canada? Well, I don't know if you're aware of the restrictions on our broadcasting brethren north of the border, but they are frightening. If you are in a certain format, like Country, you must dedicate a certain amount of money each year to support the development of Country music in your area. If you're A/C, you must broadcast a certain number of hours of Jazz per week. And AM and FM have differing cultural obligations.

The point here is that I was impressed by the solutions these broadcasters were coming up with to meet these governmentally imposed sanctions. They were not advocating legislative relief (although the subject did come up), but rather were regaling me with ways they were creatively solving their problems. And they were delighting themselves and their fellow Selkirk programmers with how well it was working in what seemed to be an impossible situation. They showed me that there is no substitute for creativity, and there is certainly no shortage of opportunity to display it in every aspect of our industry.●

May 27, 1988/the GAVIN REPORT

26
TEDDY PENDERGRASS

& THE HEALING POWER OF LOVE

BY BETTY HOLLARS
With "Joy" in his heart—and at the top of Urban playlists all over the country—Teddy Pendergrass has no
time for self-pity.

Six years after the tragic automobile accident that left him paralyzed from the waist down, he would rather talk
about his enduring talent for putting the language of love into musical form. The love songs on his five platinum
albums before the accident were his appeal, his signature. In his "For The Ladies Only" midnight shows, he
performed them with such charisma that one "lady" in the audience shot another as they battled for the towel.
Teddy used to wipe the sweat from his face.

During his five-week stay in the hospital, undergoing both physical and emotional therapy, he realized that, if
he could still breathe, he could still sing. The result was his sixth platinum album, Love Languages. Teddy returned
to live performance at Live Aid in 1985. Accompanied by Nick Ashford and Valerie Simpson, he took the audience
by storm with a rendition of "Reach Out And Touch Somebody's Hand." He describes that move as a milestone in
his life, to re-appear on a live stage and face his adoring public again.

The new album, Joy, is dedicated to his wife, dancer Karen Still, with the words: "Your 'Love Is The Power,'"
which is also the title of one of the album's love songs—all classic Pendergrass.

I've been thinking about this album for a long time. It's about
love of all kinds and all ways.

BETTY: How did you get your start in the music business?
TEDDY: Professionally, I started playing drums. I sang, too, but I had
the urge to play drums when I was about twelve. As far as recording,
Al Bell is the one responsible for my association with The Blue
Notes. Once we started recording, Gamble and Huff took us on.
BH: What were your early touring days like?
TP: Those days were where you really find out if you want to be a
singer. You're working club dates, bars and grills. Sometimes you
do four shows a night, move on to the next town, four more shows.
You find out just how bad you want to do this type of work. It wasn't
always the way you dreamed it would be.
BH: This was mostly on the East Coast?
TP: Of course. My mother would have never let me go anywhere
else. She would have had a fit.
BH: Did your mother approve of your career choice, or
did she have other plans for you?
TP: She had to go with it because I didn't give her any alternatives.
She approved of my singing in church, that's where she first
heard me.
BH: Your new album is produced by the Calloway brothers,
Reggie and Vincent. How did you link up with them?
TP: I met them through their manager—I happen to have the same
management company. They suggested that I consider using them
for this album. Judging from their previous successes, I was aware
of their projects with Natalie Cole, Levert, and Gladys Knight and the
Pips. You check these things out, you know. You don't buy an
apple sight unseen, you don't buy groceries sight unseen. I don't
look at it personally. I check on it first.
BH: How did you choose the songs for this LP? I noticed
Miles Jaye wrote two of the cuts, Reggie Calloway wrote
two, and then the rest were written by various people.
TP: What I did was deal with the people I was already associated
with. Miles Jaye was at that time signed to Top Priority Records,
which is my record company. It was easy to work with him. I was
used to him, it wasn't the first time working with him. I'm not saying
that I wouldn't have used him without having worked with him, but
it just made it easier. I called some people in California. A guy from
Europe called me. I was getting songs from all over the country. I
was trying to get the concept across and to explain what I was after.
I wanted the kinds of songs that I was accustomed to doing. Also,
there's a gentleman by the name of James S. Carter, who did some
of the songs on the album. He works on a lot of the projects for
Teddy Bear Enterprises, and writes for Top Priority Records.
BH: There seems to be a strong theme running through the
album, "Through The Falling Rain (Love Story)," "Can We
Be Lovers," "Love Is The Power"...
TP: They're all love songs—every last one of them—but different each
in its own way. "Through The Falling Rain" is a very special kind of
Continued on page 52
GAVIN TOP 40: CHARTBOUND 154 STATIONS

KRBE  D-32  K104  31-25  WPFM  28-25
KEGL  D-28  Z94  28-25  WBNQ  26-19
WMMS  D-36  WWFX  30-25  Z104  D-36

Tony! Toni! Tone!
"Little Walter"

Nia Peeples
"Trouble"
Gavin Top 40: Up & Coming
Adds: KWSS, WTCI/FM, Q106, PRO/FM

Moody Blues
"I Know You're Out There Somewhere"

Scorpions
"Rhythm Of Love"
Gavin Top 40: Up & Coming

Def Leppard
"Pour Some Sugar On Me" Headed for Number One!
ROBBIE ROBERTSON
He will star in a "Cinemax Sessions" special directed by Martin Scorsese. Also scheduled to appear in the hour-long show are Keith Richards, Peter Gabriel and U2.

PEBBLES
Her real name is Perri McKissack. When she was ten years old, her godfather nicknamed her after Fred and Wilma Flintstone’s daughter.

CRYSTAL GAYLE & LORETTA LYNN
This September, sisters Crystal and Loretta will perform together for the first time in public when they co-headline in South Lake Tahoe and Atlantic City.

TONY, TONI, TONE'
This Oakland-based trio doesn't include anyone named Tony. Brothers Dwayne and Raphael Wiggins and their cousin Timothy Christian make up the group.

WET WET WET
This band of Scotsmen took its name from a line in a Scritti Politti song, "Getting, Having and Holding."

HERBIE HANCOCK
He won an Oscar in 1987 for his score of the Dexter Gordon film, "Round Midnight." His most recent cinematic effort was scoring Dennis Hopper's controversial film "Colors."

KOOL & THE GANG
With the recent departure of J.T. (James Taylor), the group is now planning a Greatest Hits album, but will include three new songs with three yet-to-be-announced new members.

NEIL YOUNG
He says he's going to record with Crosby, Stills and Nash again, but has chosen not to tour with them.

GEORGE MICHAEL
He's set to be the opening act of the June 11th Freedomfest for Nelson Mandela's 70th birthday in London. George's long-awaited US tour will begin August 6 in Washington, D.C.

COREY HART
Four years ago this week, Canadian Corey released his first single in the USA, "Sunglasses at Night."

WET WET WET
Their album, 19, due in late June, will be their nineteenth in nineteen years, and their first album since 1981 not produced by David Foster.

ROD STEWART
Before Mick Fleetwood and Peter Green formed Fleetwood Mac, they were in a band called Shotgun which included Rod Stewart as its vocalist.
**ALBUM/ALTERNATIVE**

**Album**

- **Rod Stewart**
- **Robin Trower**
- **Van Halen**
- **Camper Van Beethoven**
- **Rave-Ups**
- **Young Fresh Fellows**

**NEW Releases**

**Take Me For A Ride**- **The Wild Flowers** (Slash/Warner Bros.)

The Wild Flowers, another Southern band, play with a gilded edge that should rock-Alternative radio. They're already hitting a ride on tour with the hot Mighty Lemon Drops. "Take Me For A Ride" has the raunch and roll attitude of label mates the Del Fuegos.

**Birthday**- **The Sugarcubes** (Elektra)

The Sugarcubes are Iceland's proudest export (aside from long nights and a savage teenage alcohol problem). Face it, a band from Iceland is about as leftfield as it gets. However, if it weren't for hassles over their visa applications, The Cubes would already be nailing down their first American tour. There's been a big buzz already on this band. Major label commitment could easily take it to the next level. We shall see.

**Open All Night**- **Georgia Satellites** (Elektra)

Just under three minutes of hard rockin' boogie that's easier than pie to program. The last album took quite a few weeks before hitting its platinum stride. This time, radio won't get fooled again. Expect this one to go straight from the mailbox to the turntable.

**Roll With It**- **Steve Winwood** (Virgin)

A sensational piece of thunder and lightning featuring Steve Winwood taking a basic rock stance. Included is some serious Hammond organ and a soulful vocal track. If the rest of this album is half this good, look out!

---

**Union-Toni Childs**

As everyone seems to be noticing (especially our Album correspondents), there is a competitive bumper crop of new female artists recording with a flow of uninhibited ideology. Even with hot competition from the likes of Tracy Chapman and Melissa Etheridge, Toni has been raking in her share of airplay reports. I'm seeing action primarily on "Stop Your Fussin". As noted, this album is a collaboration with producer David Tickle and David 's David Ricketts.

---

**Gavin Album Frontline**

**Part of The Machine**- **Jethro Tull** (Chrysalis)

It's rare these days when any kind of major retrospective is released without a newly minted centerpiece track to spur interest for those into airing currents. "Part Of The Machine," though recently recorded, sonically incorporates the spirit that Album Radio admires about Jethro Tull, now celebrating 20 years with a five-LP celebration release.

**Reunion Concert-Siegel-Schwall Band** (Alligator)

Oldtimers remember Siegel-Schwall when, as a blues band, they mixed well with the acid rockers of the late sixties. Later they gained notoriety recording a blues symphony with conductor Seiji Ozawa. This reunion started with WXRT's invitation to celebrate the station's fifteenth birthday. Hey look! Lin Brehmer wrote the liner notes.

**Over The Edge**- **Hurricane** (Enigma)

By early estimates, Hurricane is shaping up to be the big story in hard rock n roll this year. This band has the look and the sound of what draws young dollars into the hard rock retail coffers. Judging by the long list of endorsements next to each band member's name, it looks like the chips are already stacked high with pressure mounting. Trax: "Over The Edge" and the perennial Alice Cooper classic, "I'm Eighteen."

**Sound Alarm**- **Michael Anderson** (A&M)

Hailing from Grand Rapids, Michael Anderson was charged up by Midwestern stalwarts like Bob Seger and Mitch Ryder. And like Bruce Springsteen, another Ryder fan and Seger contemporary, Anderson's voice has a ring of solitary moodiness. This week we saw a very respectable first week reception to this new artist.

---

**Alternative**

**The Innocents-Erasure** (Sire/Reprise)

I've always been confused by the tidal wave of singles and EP's Erasure regularly releases. The Innocents is the first complete LP of theirs that I've been able to get a serious grip on. Vince Clarke, of course, first turned heads as one half of Yazoo, later Yaz, with Allison Moyet. Since the split, Erasure has gained much momentum and are fast honing in on Depeche Mode's dance and radio turf. OMD producer Stephen Hague gives Erasure more album credibility, allowing them to concentrate their energy in three and four minute bites. Beautiful cover art, I might add. Trax: "A Little Respect," "Chains Of Love" and "Ship Of Fools."

**Slam**- **David Sanborn** (Reprise)

"Slam" is a nasty piece of horn work. Sanborn uses his identifiable tone to kick up some mess and pin a few VU needles. If I were you, I'd turn it up.

---

**The Texas Campfire Tapes-Michelle Shocked** (Mercury)

I was fortunate enough to catch Michelle Shocked's act (opening for the great Guy Clark) and am now convinced that she will be a force to be reckoned with very soon. First featured in our 1987 Gavin New Talent Issue, this release was recorded over a campfire in Kerrville, Texas, on a Walkman recorder. It's all there-the crickets, the passing trucks and a unique talent in the rough. Expect a new studio album in August with Pete Anderson (Dwight Yoakam) producing.
indelible music. already exploding in England.

- The innocents entered the U.K. album chart at No. 1.
- It sold over 100,000 copies in only two days.

Erasure

Erasure are:

- Vince Clarke
- Andy Bell

The innocents
The new album
Produced by Stephen Hague

Featuring the song
"Chains of Love"

Watch for the new video

www.americanradiohistory.com
## MOST ADDED

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Album</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bruce Hornsby &amp; The Range (RCA)</td>
<td>Valley</td>
<td>RCA</td>
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<tr>
<td>2</td>
<td>Neil Young &amp; Bluenotes (Reprise)</td>
<td>Note's</td>
<td>Reprise</td>
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<td>3</td>
<td>Ziggy Marley (Virgin)</td>
<td>Tomorrow</td>
<td>Virgin</td>
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<td>4</td>
<td>Rod Stewart (Warner Bros.)</td>
<td>Lost</td>
<td>Warner Bros.</td>
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<td>5</td>
<td>Robert Plant (Es Paranza/Atlantic)</td>
<td>Tall</td>
<td>Es Paranza</td>
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<td>6</td>
<td>Graham Parker (RCA)</td>
<td>Started</td>
<td>RCA</td>
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<td>7</td>
<td>Smithereens (Enigma/Capitol)</td>
<td>Memory</td>
<td>Enigma/Capitol</td>
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<td>8</td>
<td>Tracy Chapman (Elektra)</td>
<td>Fast</td>
<td>Elektra</td>
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<td>9</td>
<td>The Church (Arista)</td>
<td>Milk</td>
<td>Arika</td>
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<td>10</td>
<td>Robin Trower (Atlantic)</td>
<td>Take</td>
<td>Atlantic</td>
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<td>12</td>
<td>Cheap Trick (Arista)</td>
<td>Flame</td>
<td>Arika</td>
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<td>13</td>
<td>Eric Clapton (Polydor)</td>
<td>Midnight</td>
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<td>14</td>
<td>Henry Lee Summer (CBS Assc.)</td>
<td>Don't</td>
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<td>Timbuk 3 (IRS)</td>
<td>Rev. Jack</td>
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<td>Talking Heads (Fly/Sire)</td>
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<td>John Cougar Mellencamp (Mercury)</td>
<td>Rooty</td>
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<td>Midnight Oil (Columbia)</td>
<td>Beds</td>
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<td>19</td>
<td>Jimmy Barnes (Geffen)</td>
<td>Much</td>
<td>Geffen</td>
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<td>20</td>
<td>Glass Tiger (EMI-Manhattan)</td>
<td>Searching</td>
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<td>Joan Jett &amp; Blackhearts (Blackheart/CBS)</td>
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<td>Scorpions (Mercury)</td>
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<td>Brian Setzer (EMI-Manhattan)</td>
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<td>INXS (Atlantic)</td>
<td>Kick</td>
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<td>25</td>
<td>Treat Her Right (RCA)</td>
<td>Likes</td>
<td>RCA</td>
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<td>26</td>
<td>Robbie Robertson (Geffen)</td>
<td>Crazy</td>
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<td>10,000 Maniacs (Elektra)</td>
<td>Weather</td>
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<td>28</td>
<td>John Kilzer (Geffen)</td>
<td>Red</td>
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<td>Van Halen (Warner Bros.)</td>
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<td>Know</td>
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<td>31</td>
<td>Thomas Dolby (EMI-Manhattan)</td>
<td>Airhead</td>
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<td>Poison (Enigma/Capitol)</td>
<td>Nothing</td>
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<td>33</td>
<td>Moody Blues (Polydor)</td>
<td>Know</td>
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<td>34</td>
<td>Peter Murphy (Beggars Banquet/RCA)</td>
<td>Night</td>
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<td>George Harrison (Dark Horse/Warner Bros.)</td>
<td>This</td>
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<td>36</td>
<td>Paul Carrack (Chrysalis)</td>
<td>Double</td>
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<td>37</td>
<td>John Cafferty &amp; Beaver Brown Band</td>
<td>Song</td>
<td>Scotti Bros.</td>
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<td>Toni Childs (A&amp;M)</td>
<td>Fussin'</td>
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<td>39</td>
<td>Divinyls (Chrysalis)</td>
<td>Wall</td>
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<td>40</td>
<td>Kings Of The Sun (RCA)</td>
<td>Serpentine</td>
<td>RCA</td>
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<td>41</td>
<td>Kingdom Come (Polydor)</td>
<td>Living</td>
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<td>42</td>
<td>Morrissey (Sire/Reprise)</td>
<td>Sunday</td>
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<td>43</td>
<td>Yngwie J. Malmsteen (Polydor)</td>
<td>Heaven</td>
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<td>44</td>
<td>Melissa Etheridge (ISLAND)</td>
<td>Water</td>
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<td>45</td>
<td>Pink Floyd (Columbia)</td>
<td>Dogs</td>
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<td>46</td>
<td>Joni Mitchell (Geffen)</td>
<td>Secret</td>
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<td>Joe Jackson (A&amp;M)</td>
<td>Sharp</td>
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<td>48</td>
<td>Rossoington (MCA)</td>
<td>Welcome</td>
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<td>49</td>
<td>Michael Bolton (Columbia)</td>
<td>Wait</td>
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**CERTIFIED**

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<tr>
<td>Van Halen</td>
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<td>Moody Blues</td>
<td>Polydor</td>
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**MELISSA ETHERIDGE**

"Bring Me Some Water" (Island)

Album Radio takes matters into its own hands by zeroing in on this up-tempo, acoustic-based rocker. Despite some stiff competition, Melissa is making waves. Debut #45.

Editor: Kent Zimmerman

## CHARTBOUND

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label</th>
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<tr>
<td>Stealin Horses (Arista)</td>
<td>&quot;Turnaround&quot;</td>
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<td>Rave-Ups (Epic)</td>
<td>&quot;Freedom&quot;</td>
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<td>Camper Van Beethoven (Virgin)</td>
<td>&quot;Fatima&quot;</td>
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<td>George Thorogood (EMI-Man.)</td>
<td>&quot;Treat&quot;</td>
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<td>Lita Ford (RCA)</td>
<td>&quot;Close&quot;</td>
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<td>Then Jerico (MCA)</td>
<td>&quot;Fall&quot;</td>
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<td>Parthenon Huxley (Col.)</td>
<td>&quot;Chance&quot;</td>
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<td>Alarm (IRS/MCA)</td>
<td>&quot;Rescue&quot;</td>
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<td>Shona Laing (TVT)</td>
<td>&quot;Soviet&quot;</td>
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<td>Sade (Epic)</td>
<td>&quot;Paradise&quot;</td>
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<tr>
<td>Everything But The Girl (Sire)</td>
<td>&quot;Lives&quot;</td>
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<tr>
<td>Underworld (Sire)</td>
<td>&quot;Glory&quot;</td>
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</tbody>
</table>


Reported on Mondays between 9 AM and 5 PM Tuesdays.

Gavin Fax: 415-788-3517
Our favorite new product is the fake cellular phone. These ego items for the underprivileged are connected to nothing. You sit in your car, and when the guy in the next lane looks over, you hold the thing to your mouth and pretend to be calling Ahmet, Azoff or Clive. WZNY's John Patrick owns one, and the weird thing is that when we called him on it, he answered!

The water shortage and L.A.'s new restrictions re same have caused no end of problems around Hollywood Central. But we are complying with the law. In accordance with our mayor's suggestion, we only flush the toilet every three days (do your own jokes), and we've been drinking our Scotch without ice! We've ceased showering or bathing, and have found out that in some areas our lawn'sceased to grow.

Finally, we don't want our lawn any more, and we're starting to like the looks of beige grass.

They're making a big fuss about the gangs in Hollywood of late. They're making a bigger fuss about them than the earthquake predicted by Nostradamus. Gangs have even pushed highrise fires and The Wave into the background. Our question is: Why? Gangs are cute. A number of them hang around our block, and all they do is sing off-key versions of "Gee, Officer Krupke" and other stuff from "West Side Story." Besides, how threatened can you be by a group of young men led by Russ Tamblyn and Richard Beymer?

Our favorite new commercial is the one in which an actual ex-presidential candidate says, "Hi, this is George McGovern for Bic shavers." You may have missed it—we are NOT making this up. Can't there be some kind of law? How many laughs does Gorbachev need?

After November, watch out for Mike Dukakis for Kraft Feta Cheese and Del Monte Greek Olives.

So Nancy and Ron have been governing these United States with the aid of their newspaper astrology columns. Why are we surprised? The record biz has been using this system for years. Is there any OTHER way to explain someone signing The Knack?

We keep reading about dogs sniffing for drugs. The L.A.P.D. allows them to do it regularly. Are our cops naive, or hasn't anyone told them that anyone living on MPS Chunk and Sausages might DESERVE some mind-altering substances?

Speaking with Kathy Shassere of KHOZ in Harrison, Arkansas, recently, we learned that Boone County (where KHOZ is located) is a DRY COUNTY! This sounds like something out of Elliott Ness, but it's really true—in 1988! What this means is that poor Kathy has to take calls from Mike Martucci WHILE SOBER! The mind boggles.

Word has reached this column that one Rich Summers of K-STAR has used some of this column's material on his a.m. show WITHOUT acknowledgement or royalty payments. This is unacceptable, and Summers (the Joe Biden of Grand Junction) can expect to hear from our attorney, one Louie "Loophole" Romero.

Having assessed the veritable plethora of music and radio industry conventions, we've determined there must be some super profits in the "Whenja get in?" business. We'd have to be NUTS not to get into it. WE NEED MONEY and we're in the process of putting together the first annual Hollywood Column Conference/Enclave/Seminar. Details are under wraps, but we CAN tell you that venues are being considered, and venue next see this column, you'll be reading some mostly exciting news. We can say this: OUR convention will make those other meetings look as exciting as Billy Briss' brill!!
MOST ADDED

1. LIFE'S TOO GOOD - THE SUGARCUBES (ELEKTRA)
2. PEACE IN OUR TIME - THE SUN AND THE MOON (GEFFEN-12')
3. THE INNOCENTS - ERASURE (SIRE/REPRISE)
4. TOUGHER THAN LEATHER - RUN DMC (PROFILE)
5. COMELY - BAR-B-Q KILLERS (TWILIGHT)

CERTIFIED

THE SUGARCUBES
Life's Too Good
(Elektra)
MEKONS
So Good It Hurts
(Twin Tone)

RECORD TO WATCH

ERASURE
The Innocents
(Sire/Reprise)
Intelligent lyrics with a dance-floor beat.

IMPORT/INDIE

RUN DMC (PROFILE) 'RUN'S HOUSE'
LEMON HEADS (TAANG) 'CLANG'
BAR-B-Q KILLERS (TWILIGHT) 'LARGE
MR. EXPERIENCE (ROUGH TRADE) 'PREDICTABLE'
DOWNY MILDEW (TAMAS HOTEL) 'AROUND'
PRINCE (PAISLEY PARK) 'ALPHABET ST.'
ABP (LINK) 'GIRL'
VOMIT LAUNCH (RAT BOX) 'PRETTY'
KILKENNY CATS (TAMAS HOTEL) 'SPEAK'
GLASS EYE (BAR NONE) 'WHISKEY'

ERASURE (SIRE/REPRISE) 'RESPECT'
COLORS (WARNER BROS.) SDTK. 'ICE-T'
THEN JERICO (MCA) 'LET HER FALL'
BRIAN SETZER (EMI-MANHATTAN) 'BLUES'
LEGAL WEAPON (MCA) 'HURT'
MELISSA ETHERIDGE (ISLAND) 'FEATURES'
PARTHENON HUXLEY (COLUMBIA) 'CHANCE'
SHIVA BURLESQUE (FUNDAMENTAL) 'SUMMER'

CHARTBOUND

2W LW TW

1. PETER MURPHY (BEGGARS BANQUET/RCA) "ALL" "SUBLIME"
2. Ziggy Marley (Virgin) "Tomorrow" "Conscious"
3. SOUL ASYLUM (A&M) "DOWN" "STANDING" "RETURN"
4. CAMPER VAN BEETHOVEN (VIRGIN) "FATIMA" "TANIA"
5. Thomas Dolby (EMI-Manhattan) "Ain't No Hot Sauce"
6. Tracy Chapman (Elektra) "Revolution" "Fast"
7. Pixies (Rough Trade) "Body" "Tony's"
8. GRAHAM PARKER (RCA) "BREAK" "HIGHWAYS"
9. TIMBUK 3 (IRS/RCA) "TARZAN" "EDEN" "REV. JACK"
10. The Smithereens (Enigma/Capitol) "Memory" "World" "Tear"
11. THE JESUS AND MARY CHAIN (WARNER BROS.-12') "SIDEWALKING"
12. THE SOUP DRAGONS (SIRE) "CHAIRS" "SPACE"
13. X (ELEKTRA) "HOUSE" "DEVIL" "HUNGRY"
14. THE RAVE-UPS (EPIC) "SUE"
15. YOUNG FRESH FELLOWS (FRONTIER) "GREAT" "NO HELP"
16. JOE JACKSON (A&M) "ONE" "TIME"
17. Morrissey (Sire/Reprise) "Suedehead" "Hairdresser" "Name" "Everyday"
18. Talking Heads (Fry/Sire) "Flowers" "Nude" "Jones" "Blind" "Ruby"
19. STUMP (CHRYSLIS) "LIVING" "BUFFALO" "HESTON"
20. The Mission UK (Mercury/PolyGram) "Tower" "Childs" "Beyond"
21. VELVET ELVIS (ENIGMA) "PRIVILEGE" "EVERYTHING"
22. The Fall (Beggars Banquet/RCA) "Victoria" "Frenz" "North"
23. EVERYTHING BUT THE GIRL (SIRE) "DAYS" "LOVE" "OXFORD"
24. Brigg (Elektra) "Union" "Youth" "Chile"
25. THE SUGARCUBES (ELEKTRA) "BIRTHDAY" "MOTORCRASH" "DEMON"
26. Dancing Hoods (Relativity) "Torn" "Border"
27. Throwing Muses (Sire) "River" "Marriage" "Grace"
28. Mighty Lemon Drops (Sire/Reprise) "Inside" "Fall" "Hear" "Clear" "Breaking"
29. Naked Raygun (Carbon) "Suspect" "Live" "Hammer"
30. The Church (Arista) "Milky" "Destination" "Lost" "Spark"
31. PREFAB SPROUT (EPIC) "KING" "ENCHANTED"
32. PERMANENT RECORD-SDTK. (EPIC) "STRUMMER" "REED"
33. MEKONS (TWIN TONE) "ASTRONAUTS" "ROBIN" "MAVERICK"
34. SHONA LAING (TVT) "SOVIET" "KENNEDY"
35. THE BUBBLEMEN (BEGGARS BANQUET/RCA) "BUBBLEMEN RAP"
36. TONI CHILDS (A&M) "WALKAWAY" "ZIMBABWE"
37. The Chills (Homestead) "Push" "Good"
38. THE MAGNOLIAS (TWIN/TONE) "GLORY"
39. Butthole Surfers (Touch and Go) "3" "7"
40. Divinyls (Chrysalis) "Boy" "Wall"
41. Neil Young (Reprise) "Ten" "City"
42. SOCIAL DISTORTION (RESTLESS) "LAW" "PRISON" "NO PAIN" "CHILD"
43. THE CLASH (EPIC) "CASBAH" "LAW" "BURNING" "ROCKERS"
44. DAS DAMEN (SST) "BIRDS" "KORN"
45. Midnight Oil (Columbia) "Bed's "Dreamworld" "Sometimes" "Dead"
46. DAG NASTY (GIANT) "TROUBLE" "RUDE BOYS"
47. THE SUN AND THE MOON (GEFFEN-12') "PEACE" "BOY WHO SEES"
48. Bruce Hornsby & The Range (RCA) "Valley"
49. Spot 1019 (Pitch-A-Tent) "People"
The Jesus and Mary Chain

Barbed Wire Kisses
(b-sides and more)

Featuring "Sidewalking"

Management: Jerry Jaffe, Chris Morrison.
CMO International ©1998 WEA Records Inc.

www.americanradiohistory.com
LADIES’ NIGHT
Recently, there have been trends in Album Radio that we hesitate to actually label as a trend. For example, the 1986-87 influx of blues and roots/rock-oriented artists didn’t behave like fashion trend. We now have artists like Robert Cray, Albert Collins, the T-Birds and Stevie Ray Vaughan who have joined the fold as strong and viable Album Radio airplay forces. Their subsequent releases will be auditioned with open ears and respect.

That’s how many programmers are viewing the current boom in new female rock n roll artists. For reasons completely unknown and sociologically unanswerable, not only has 1988 been shaping up as a year for developing new talent on Album Radio, but it seems that a large percentage of that new talent is female, and we’re not talking about music of the Tiffany or Debbie Gibson variety. We’re talking about women who are, to borrow a phrase from The Right Stuff, “pushing the envelope” and expanding the musical complexion of Album Radio today. Believe me, I hate sounding so dramatic, but this is one exciting dance craze.

This week, we polled our Album Radio stalwarts with a slim list of examples (Tracy Chapman, Joan Jett and Melissa Etheridge) when a cool thing happened. Programmers responded by adding to the list. Aside from the aforementioned trio, here are some of the names that consistently popped up as examples of this startling phenomenon: Lita Ford, Joanna Dean, Joni Mitchell, the Divinyls, k.d. lang, Toni Childs, Face To Face, 10,000 Maniacs, Stealin Horses, Legal Weapon, Shona Laing, Carly Simon, Sade, Basia, Y Kant Tori Read, House Of Joy, Sinead O’Connor, Michelle-Shocked, Rossington, Longhouse, Everything But The Girl, Warlock and a few we’re no doubt omitting.

Bear in mind we’re talking Album Radio, a format that, since the turn of the ’80s, has been a tough road for a female rocker to hoe.

RANDOM OBSERVATIONS.
Coincidentally, the new Musician magazine is running a banner story on Sinead O’Connor, Toni Childs and Tracy Chapman, three examples who span not only the globe, but three distinct styles. A lot of our radio minds had the same reaction. The common reaction was a positive feeling of challenge rather than resorting to excuses about quotas. Patty Martin of KSJO and Carter Alan of WBCN stressed that female content isn’t necessarily a matter of quotas but quality. WBCN’s Lisa Traxler cautioned that radio should be judicious by selecting the best. "Listeners can have trouble distinguishing vocalists who sound the same." Magic Mike of KLAQ admits to "Loving the challenge because, frankly, I like girls. I’d like to be playing more and I will." He noted examples of Y Kant Tori Read, Melissa Etheridge, Rossington and Legal Weapons as strong examples. Jim Kelly of KATI sees a challenge for the guys. "This may force men to sing about something else beside the usual fare. This is great. Eight months ago all we had was Suzanne Vega. " Scott Murray sees it as a marketing edge for KVRE. "We have a large female audience, Joan Armatrading has always been one of our biggest artists." Jane Frederickson at KTCC sees it as a "tool to balance our sound." Mike Marrone at WHTG was enthusiastic over Melissa Etheridge’s live debut in New York. "Two standing ovations from an industry crowd is nothing to sneeze at. She’s got the strongest voice I’ve heard since Ronstadt."

STILL MORE. Jody Peterson at WNCS is celebrating. She cites k.d. lang and Toni Childs as two of WNCS’s strongest new artists. Doug Brown at KSEZ likes the

Continued on page 57

DANCING HOODS

Already on:

| WBCN | WMDK | WFIT | KBCO | KLOL |
| KCPP | WRAS | WTSR | WUSC | KJQN |
| KACV | KXLU | WOXY | WTUL | WUOG |
| KUNV | KJET | WHTG | WDCR | WWVU |
| KOTR | KUCI | WHFS | WCDB | WUNH |
| KRCK | KABL | WEQX | WMAD | WPGU |
| KOAS | KUSF | and more ... |

‘Baby’s Got Rockets’

NO RESISTANCE TO

INSIDE ALTERNATIVE RADIO

Peter Murphy, Bauhaus reincarnate, maintains the number one position for the second week in a row, and Ziggy Marley holds onto number two. San Francisco’s very own Camper Van Beethoven debuted at #17 and has now shot up to #4—these guys are going to be stiff competition for everyone! (By the way, all the above-mentioned groups put on incredible shows here in SF, as did, Pierce Turner and the Mighty Lemon Drops.) The Sugarcubes enter the chart at #25. Look for them to tour in late summer. Check out their album –brilliant stuff. An artist that comes back with diamond life quality is Sade. Check her killer new release, Stronger Than Pride. A warm welcome to our latest new reporter from near our old stomping grounds: Chris Wheatley of WICB in Ithaca, NY. Have a good and SAFE Memorial Day weekend.

Sgt. Pepper Knew My Father-VARIOUS ARTISTS (NME/Childline) This album features 13 Beatles covers performed by 12 different groups. The Three Wize Men bring their catchy mechanical hip hop power to the title track and its reprise. Sonic Youth takes you on a tour of strangeness with their version of “Within You Without You.” A calm moment can be found in Michelle-Shocked’s version of “Lovely Rita” and there’s a pleasant jazz interpretation of “When I’m 64” by The Courtney Pine Quartet. The Wedding Present (a highly overlooked band in the U.S.) bring their wild speed pop guitar to “Getting Better.” Profits from the sale of this record go to CHILDLINE, a free national telephone helpline for children in trouble and danger. Buy it and play it, it’s worth it! Robert Barone
ALBUM/ALTERNATIVE ADDITIONS

**Northeast**

1. **Lynn, MA**
   - MCDONALD, DONALD. BRIGHTWELL 617-323-5520

2. **Boston, MA**
   - DIXON, LAWRENCE ALAN. BRIGHTWELL 617-323-5520
     - ADDS: Wood, B. Hornsby, C. Parker, The Lemonheads, Del. 70s, Sugar, B. Stew.

3. **Dunkin, NY**
   - JEFF DAVIS/WINTON 617-323-8920

4. **Westfield, MA**
   - RODGERS, ROBERT. BRIGHTWELL 617-323-5520
     - ADDS: Wood, B. Hornsby, C. Parker, The Lemonheads, Del. 70s, Sugar, B. Stew.

**Southeast**

1. **New York**
   - REDDY, RAY. BRIGHTWELL 617-323-5520
     - ADDS: Wood, B. Hornsby, C. Parker, The Lemonheads, Del. 70s, Sugar, B. Stew.

2. **Long Beach**
   - MANN, ROBERT. BRIGHTWELL 617-323-5520
     - ADDS: Wood, B. Hornsby, C. Parker, The Lemonheads, Del. 70s, Sugar, B. Stew.

3. **San Francisco**
   - HAYDEN, DONALD. BRIGHTWELL 617-323-5520
     - ADDS: Wood, B. Hornsby, C. Parker, The Lemonheads, Del. 70s, Sugar, B. Stew.

4. **Atlanta**
   - MATSUMURA, RAY. BRIGHTWELL 617-323-5520
     - ADDS: Wood, B. Hornsby, C. Parker, The Lemonheads, Del. 70s, Sugar, B. Stew.

**Welcome**

1. **Ithaca, NY**
   - ANDREW MUSOLINI 607-274-3217
     - ADDS: Wood, B. Hornsby, C. Parker, The Lemonheads, Del. 70s, Sugar, B. Stew.

2. **Washington, DC**
   - REX, REGINALD. BRIGHTWELL 617-323-5520
     - ADDS: Wood, B. Hornsby, C. Parker, The Lemonheads, Del. 70s, Sugar, B. Stew.

3. **Paterson, NJ**
   - PATTIE FERRON WATERFALL 607-323-2321
     - ADDS: Wood, B. Hornsby, C. Parker, The Lemonheads, Del. 70s, Sugar, B. Stew.
ALBUM/ALTERNATIVE ADDS: Railway + Sade, K.D.
Maniacs, Moody + D.L.Roth, L.Meryls, Pixies, MX Mission Jackson.
Selzer, L.K.D. + KELOWNA

SALT LANE CT.

WWW.AMERICANRADIOHISTORY.COM

MODS: River Rose, Scaggs, Etheridge, CA Mission, PR

ALBUM/LATINO


ADD: Railway + Sade, K.D. + KELOWNA


ADD: Sarmiento, J. 40

ADD: Sarmiento, J. 40


ADD: Sarmiento, J. 40

ADD: Sun/Moon Lost, K.D. + KELOWNA


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Bobby Poe's
POP MUSIC SURVEY
Presents The
POP MUSIC OPEN
Thursday, June 23th, 1988!
Tee Off At Noon With Your Clubs & Equipment!
$1,000.00 1st Prize!
$650.00 2nd Prize!
$350.00 3rd Prize!
Tournament is Sponsored By POP MUSIC SURVEY
And Open Only To Registrants Of The BOBBY POE CONVENTION.
To Be Eligible, All Entrants Must Be Employed By
A Record Company Or A Radio Station.
Entry Fee Is $75.00 (Includes Green Fees & Carts)

All Profits Go To The T.J. Martell Foundation for Leukemia, Cancer And Aids Research.

$250 Registration Fee After June 10th!

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<th>POP MUSIC SURVEY-SEMINAR/AWARDS BANQUET</th>
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<tr>
<td>☐ $200.00 Seminar/Cocktail Party/Awards Banquet</td>
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<td>☐ $275.00 Golf/Seminar/Cocktail Party/Awards Banquet</td>
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<td>Make Check Payable To:</td>
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<tr>
<td>Pop Music Survey-4818 Chevy Chase Dr., Chevy Chase, Md. 20815</td>
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NAME______________________________________________
ADDRESS________________________________________________________________________
CITY_________________________________________________________
COMPANY/STATION__________________________________________

Room availability on a first come, first serve basis.
Room Reservations (703) 620-90002
Badges & Tickets are mandatory for admittance to all functions-strictly enforced!

The entire Sheraton International Conference Center has been booked by Pop Music Survey and only registrants for the Bobby Poe Convention will be allowed rooms on the premises.
### MOST ADDED

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<tr>
<th>2W</th>
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<tr>
<td>THE McCARTERS (42) (Warner Bros.)</td>
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### CERTIFIED

- **EDDIE RABBITT**
  - The Wanderer (RCA)
- **LYLE LOVETT**
  - I Loved You Yesterday (MCA/Curb)

### RECORD TO WATCH

- **RODNEY CROWELL**
  - I Couldn’t Leave You If I Tried (Columbia)

Country radio is showing its appreciation for Rodney’s re-dedication to his country roots.

---

**Editor:** Lisa Smith  
**Associate Editor:** Cyndi Hoetzel

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### CHARTBOUND

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<tr>
<th>Artist</th>
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<td>k.d. lang</td>
<td>I’m Down To My Last Cigarette</td>
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<td>GLEN CAMPBELL</td>
<td>I Have You</td>
<td>MCA</td>
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<td>PATTY LOVELESS</td>
<td>A Little Bit In Love</td>
<td>MCA</td>
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<tr>
<td>40</td>
<td>TAMMY WYNETTE</td>
<td>Beneath A Painted Sky (Epic)</td>
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**Reports** | **Adds** | **Heavy** | **Medium** | **Light** | **Hit Factor** | **Weeks**
---|---|---|---|---|---|---
| 128 | 18 | 2 | 46 | 62 | 37% | 5 |
| 127 | 44 | -- | 29 | 54 | 22% | 3 |
| 111 | 48 | -- | 16 | 47 | 14% | 2 |
| 99 | 50 | -- | 11 | 38 | 11% | 2 |

---

**Notes:**
- May 27, 1988
### INSIDE COUNTRY


country's caring ways. Trish Hennessey, MD at WAVV-Ft.Pierce, wrote to tell us about a special event the station is sponsoring. On August 7th, they’ll be involved in a concert starring Kitty Wells and a celebrity auction, with proceeds going to a local organization called "The Hands Of Love." This organization aids families of seriously ill children with contributions of money, food and emotional support. Trish says the station needs help with celebrity items - hats, shirts, boots, handkerchiefs - they'd all be welcome. If you can help or need any more info on the event, call Trish at 407-461-1055.

COUNTRY CONGRATS AND WELCOME.

This week's Gavin congratulations go to Ed Chandler at KASE-Austin, who has been selected as one of 52 American deejays to be spotlighted on the "American Music Hour". the first radio program of American music to air in the People's Republic of China...Another station joins the Gavin Country Family of reporters - Dan Suden will be reporting to us every week from KJAM-Madison, South Dakota.

### PROGRAMMERS ARE TALKING ABOUT...

Dave Davis at WWRK-Elberton is getting great reaction to the "Younger Men" cut from K.T. Oslin's album...Daryl Webster at KASH-Anchorage reports the Ric Steel started pulling in lots of requests after only one play...Add Skip Davis at K92/FM-Destin to the growing number of programmers getting great reaction to the Earl Thomas Conley LP cut, "What I'd Say"...Ted Dailey at KORD-Tri-Cities has been pleasantly surprised at the reaction to Steve Wariner's "More Than Enough"...Kelly Thompson at KMDL-Kaplan says Louisiana folks are crazy about the "Joe Knows How To Live" cut on Eddy Raven's LP...

### TOP REQUESTS

RANDY TRAVIS
ALABAMA
TANYA TUCKER

### LP CUTS

Reba McEntire - Respect
Eddie Rabbitt - Rhonda
Earl Thomas Conley - No Chance, No Dance
George Strait - "If You Ain't Lovin' (You Ain't Livin')"
Ronnie McDowell - Suspicion
Jo-El Sonnier - Tear-Stained Letter
**HIT FACTOR**

**ARTIST TITLE LABEL**

<table>
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<tr>
<th>ARTIST</th>
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<td>TANYA TUCKER</td>
<td>If It Don't Come Easy</td>
<td>Capitol</td>
<td>204</td>
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<td>ROSANNE CASH</td>
<td>If You Change Your Mind</td>
<td>Columbia</td>
<td>201</td>
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<td>Love Of A Lifetime</td>
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<td>199</td>
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<td>Satisfy You (Columbia)</td>
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<td>VERN GOSDIN</td>
<td>Set 'Em Up Joe</td>
<td>Columbia</td>
<td>196</td>
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<td>Working Man (Nowhere To Go) (Warner Bros.)</td>
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<td>Talkin' To The Wrong Man (Warner Bros.)</td>
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<td>195</td>
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<td>I Will Whisper Your Name</td>
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<td>187</td>
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<td>CONWAY TWITTY</td>
<td>Goodbye Time</td>
<td>MCA</td>
<td>184</td>
<td>3</td>
<td>49</td>
<td>115</td>
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<td>FOSTER &amp; LLOYD</td>
<td>Texas In 1880</td>
<td>RCA</td>
<td>180</td>
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<td>197</td>
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<td>Baby Blue</td>
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<td>195</td>
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<td>KEITH WHITLEY</td>
<td>Don't Close Your Eyes</td>
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<td>173</td>
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<td>179</td>
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<td>High Ridin' Heroes</td>
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<td>I Still Believe</td>
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<td>Bluest Eyes In Texas</td>
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<td>THE BELLAMY BROTHERS</td>
<td>I'll Give You All My Love Tonight (MCA/Curb)</td>
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<td>171</td>
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<td>47</td>
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**REVIEWS**

By Lisa Smith & Cyndi Hoelzle

**THE JUDDS - Give A Little Love**

(RCA/Curb)

By far our Most Added record of the week, and one listener will tell you why. Wynonna and Naomi are at their Judd-best on this rockin' number, written by Paul Kennerley (Emmyyou Harris' husband). The single is already slated to be included in their upcoming Greatest Hits album, and we don't think that was a risky decision.

---

**HIGHWAY 101 - (Do You Love Me) Just Say Yes**

(Do You Love Me) Just Say Yes (Warner Bros.)

The first single from Highway's new album has got us dying for more. With songs like this, it's easy to see why the Academy Of Country Music's named them Group Of The Year. Paulette belts it out—who could turn her down?

**STEVE WARINER - I Should Be With You**

I Should Be With You (MCA)

Steve Wariner is one of those wonderful artists who consistently puts out quality product. This title track from his latest LP was written by Wariner and has an easy, flowing sound that's the perfect blend for any Country playlist.

**TOM WOPAT - Hey Little Sister**

(Do You Love Me) Just Say Yes (Warner Bros.)

More advice for little sisters, but instead of telling this one what not to do, Tom tells his siblings what she's got to do to keep her man. A certified rock 'n' roll song, complete with smokin' gee-tar solo.

May 27, 1988/thewavin REPORT
COUNTRY ADDS

Northeast

WORCESTER, MA (CAROL SWENNEY-WORC) Canyon, L. Lovett, RV Shelton, Restless H.
BROCKTON, MA (MARK BURNS-WCAV/FM) No Report, Frozen.
UTICA/ROME, NY (JACK MORAN-WRNY) Restless.
STATE COLLEGE, PA (T.C. WEBSTER-WGMR) R. McDaniel, Burch Sis., Canyon.
GETTYSBURG, PA (BOB HAMILTON-WGTY/FM) Shonandoh, Greenwood, Bellamys.
PHILADELPHIA, PA (YOUNG-PRESTON-WXU) G. Campbell, M. Murphey.

Southeast

WILLIAMSPORT, MD (WAYNE RAYE-WYI) R. Campbell, J. Jordan, Burch Sis., M. Stuart, McCarters, R. Skaggs, L. Lang.
POCONO CITY, PA (MIKE STANLEY-WDMV) V. Gill, R. Campbell, Statters, J. Jordan, R. Domingo, G. Campbell, P. Loveless, C. Pride.
GADSDEN, AL (WAYNE BALL-WAAX) Statters, R. Skaggs, Judds, Canyon, V. Gill, K.D. Lang.
ALBERTVILLE, AL (ALFRED ALLEN-WGSS/FM) McCarters, Statters, Judds, V. Gill, M. McDaniel, Canyon.
BAY MINETTE, AL (PAT PHILLIPS-WBCA) L. Lovett, L. Lang.
NASHVILLE, TN (ERIC MARSHALL-WSX) G. Campbell, T. Wopat, R. J. Rodman.
NASHVILLE, TN (BOBBY YARBROUGH-WSM/FM) M. Johnson, R. Campbell, M. Murphy, E. Reed, Judds.
MEMPHIS, TN (JIM TAMBOR-WMC) E. Rabbit, M. McDaniel, Greenwood.
UNION CITY, TN (DAVID HOUSTON-KWKT) P. Loveless, V. Gill, M. McDaniel, R. Skaggs, R. Skaggs, R. Johnson.

South

TALLADEGA, AL (RICK ROBINSON-WVEY) Statters, McCarters, R. Smith, M. McDaniel, R. Skaggs, V. Gill.
WESTLAKE, LA (JIM WELTON-WKLA) M. McDaniel, W. Smith, Wagoneers, M. McDaniel.
CENTRAL CITY, KY (BARNETT-WANE-WKV) Judds, McCarters, Statters, Judds, McLane, Burch Sis.

Midwest

BOONE, IA (PAUL CLARK-WKBG) R. Campbell, G. Campbell, M. McDaniel.
DES MOINES, IA (JARRETT DAY-KSD) P. Loveless, R. McDaniel, Darden, S. Pacific, P. Loveless, Judds, G. Campbell.
FORT DODGE, IA (DALE EICHOR-KWMT) E. Rabbit, G. Campbell.
SIoux City, IA (TY COOPER-KMNS) T. Wopat, P. Loveless, V. Gill, L. Lovett, Judds.
SIoux Center, IA (TOM ALDRICH-KVDB) Statters, Judds, G. Campbell, R. Skaggs, McCarters, R. McDaniel, M. McDaniel.
SPENCER, IA (RHONDA WEDEKING-KCID) J. W. Ryals, G. Davis, Burch Sis., R. Campbell, G. Campbell, R. Skaggs.
Central

URBANA, OH (RUSS SHAFER-WKSW) E.Rabbit, J.Rodman, P.Loveless, G.Campbell.

DEFANCE, OH (JOHN CHONTOS-WONAM) Judds, R.Crowell, G.Jones, R.Scagg.

INDIANAPOLIS, IN (J.D. CANNON-FM) Judds, M.McDaniel, K.D.Lang, C.Gilmore, Tammy W., Judds.

ELKHART, IN (greg HARRIS-WCMR) E.Rabbit, P.Loveless, V.Gill, Canyon.

SOUTH BEND, IN (J.D. DARING-WNDU) Bellamys, J.Rodman, R.Crowell.

FT. WAYNE/KENDALL, IN (j eff DeWEES- WBTU) Restless H, Bellamys, Sawyer B., E.Rabbit, Greenwood.

BATESVILLE, IN (J.J. MARTINI-WBRI) Judds, M.Osmond, E.Rabbit, V.Gill, K.D.Lang, Campbell.

JEFFERSON CITY, MO (JASON CARTER-FM) V.Gill, Shelly Vanwarmer, Judds.

JEFFERSON CITY, MO (MARTINI-FM) Judds, M.McDaniel, K.D.Lang, J.W.Ryles.

SPRINGFIELD, MO (J.OHNE HENDERSON-WKTO) Judds, R.Crowell, Campbell.


Rocky Mountain

EDMONTON, AB (AL CARRIE-BROOKWOOD) Judds, R.Crowell, P.Loveless, V.Gill.

SHERIDAN, WY (JULIETTE KEATING) Judds, R.Crowell, VaShawn, Judds, V.Gill.

COLORADO SPRINGS, CO (T.K. DAVEY) Judds, P.Loveless, V.Gill, Judds, R.Crowell.

LAKESIDE, CO (JASON LEE-FM) Judds, V.Gill, Junction.

Far West

LAS VEGAS, NV (J.C. SIMON-FM) G.Strait, M.McDaniel, David Ball.

West

ASTORIA, OR (MIKE DUGAN-KMCT) Judds, R.Crowell, M.McDaniel, Judds, P.Loveless.

BURNS, OR (JERRY KELLEY) Judds, Marty Hag., Judds.

RENO, NV (JULIE MULLER-KROW) Frozen.

LOS ANGELES, CA (NORMAN VISGER-KLZ) Tammy W., P.Loveless.

LOS ANGELES, CA (NORMAN VISGER-KLZ) Tammy W., P.Loveless.

PALM SPRINGS, CA (RICK YOUNG-KCMX-A) N.Giff, E.Rabbit, K.D.Lang.

SACRAMENTO, CA (LEE BARKER-KFAC) V.Gill, K.D.Lang, Judds.

SAN DIEGO, CA (SHEPARD-JUPTON-KSON) P.Loveless, Judds.

WASHINGTON, WA (JERRY DUGAN) Judds, P.Loveless, V.Gill.

WINDOM, MN (GORDON WILSON) Judds, M.McDaniel, Judds, V.Gill.

FAR WEST

TULSA, OK (BILL PAYNE-KTXO) D.L.Jones.

SHERMAN, TX (TOM STEWART-KKPM) P.Loveless, V.Gill, M.Osmond.

Welcome To Our New Country Correspondent:

Dan Sugdena, KJAM RADIO-PO Box D, Madison, SD 57042 (605-256-4514)
MOST ADDED

NEW EDITION (37) (MCA)
TERENCE TRENT D'ARBY (32) (Columbia)
BILLY OCEAN (32) (Jive/Arista)
BOBBY BROWN (24) (MCA)
TROOP (22) (Atlantic)

4 2 1 PRINCE - Alphabet St. (Paisley Park/Warner Bros.)
5 3 2 Johnny Kemp - Just Got Paid (Columbia)
10 6 3 TEDDY PENDERGRASS - Joy (Asylum)
8 4 4 TONY! TON! TONE! - Little Walter (Wing/PolyGram)
15 8 5 MICHAEL JACKSON - Dirty Diana (Epic)
6 5 6 Stevie Wonder & Michael Jackson - Get It (Motown)
2 1 7 Jesse Johnson - Love Struck (A&M)
14 11 8 GEORGE MICHAEL - One More Try (Columbia)
16 12 9 DARYL HALL & JOHN OATES - Everything Your Heart Desires (Arista)
39 17 10 SADE - Paradise (Epic)
7 7 11 Evelyn "Champagne" King - Flirt (EMI-Manhattan)
35 19 12 JAMES BROWN - I'm Real (Scotti Bros.)
20 18 13 JODY WATLEY - Most Of All (MCA)
18 15 14 The Right Choice - Tired Of Being Alone (Motown)
27 21 15 NU SHOQZ - Should I Say Yes? (Atlantic)
17 14 16 Narada - Divine Emotion (Reprise)
34 28 17 GREGORY ABBOTT - I'll Prove It To You (Columbia)
31 22 18 THE JETS - Make It Real (MCA)
32 24 20 GARY TAYLOR - Make It Real (Virgin)
25 26 21 MICHAEL COOPER - Dinner For Two (Warner Bros.)
1 9 22 Pebbles - Mercedes Boy (MCA)
23 20 23 Junior - Yes (If You Want Me) (London/PolyGram)
40 30 24 HERBIE HANCOCK - Vibe Alive (Columbia)
--- --- 25 TERENCE TRENT D'ARBY - Sign Your Name (Columbia)
22 26 26 Earth, Wind & Fire - Evil Roy (Columbia)
--- --- 27 STACY LATTISAW - Let Me Take You Down (Motown)
3 10 28 Keith Sweat - Something Just Ain't Right (Elektra)
37 31 29 RUN D.M.C. - Run's House (Profile)
--- --- 30 VANESSA WILLIAMS - The Right Stuff (Wing/PolyGram)
--- --- 31 MORRIS DAY - Daydreaming (Warner Bros.)
--- --- 32 THE DEELE - Shoot'em Up Movies (Solar/Capitol)
--- --- 33 MAC BAND - Roses Are Red (MCA)
--- --- 34 MELBA MOORE & FREDDIE JACKSON - I Can't Complain (Capitol)
--- --- 35 35 Dazz Band - Anticipation (RCA)
--- --- 36 TRACIE SPENCER - Symptoms Of True Love (Capitol)
--- --- 37 PAULA ABDUL - Knocked Out (Virgin)
11 16 38 Jermaine Stewart - Say It Again (Arista)
--- --- 40 BROTHERS JOHNSON - Kick It To The Curb (A&M)
--- --- 40 DOUG E. FRESH - Keep Rising To The Top (Reality)

CERTIFIED

TERENCE TRENT D'ARBY
Sign Your Name (Columbia)

VANESSA WILLIAMS
The Right Stuff (Wing/PolyGram)

RECORD TO WATCH

THE SYSTEM
Coming To America (Atlantic)

COMING TO AMERICA

...to the theater near you...
...to your radio right now!

THE SYSTEM
Coming To America (Atlantic)

CHARTBOUND

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<th>REPORTS</th>
<th>ACIDS</th>
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<td>28</td>
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JOHNNY MATHIS SINGS FROM DEEP INSIDE ON "I'M ON THE OUTSIDE LOOKING IN." THE CAPTIVATING FIRST SINGLE FROM HIS FORTHCOMING ALBUM, "ONCE IN A WHILE." IT'S NOT TO BE MISSED. ON COLUMBIA RECORDS, CASSETTES AND COMPACT DISCS.

COLUMBIA RECORDS -- RADIO'S BEST FRIEND!

Produced by Preston Glass for Glass Slipper Productions and Robert Kraft for Overboard Music.

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PRINCE hastily makes it to the top. Heard that he and Michael Jackson sat down to break bread when MJ was in Minneapolis on his tour recently. Wonder if they talked about a duet. TEDDY PENDERGRASS garnered lots of comments from correspondents this week, in addition to being the Gavin cover guy. Looks like it could cross over in your town, too. RJ'S LATEST ARRIVAL is getting phone action, says Greg Beasley, KMJ-St. Louis. "Phones are ringing off the hook. TROOP is getting great response, too, and without a doubt will go top five. Moving well at our clubs." Alton Palmore, WQIC/EM-Meridian, raved about TROOP, too: "Triple funky summer sound!!" So did Rick Stevens, WCKX-Columbus: "All demos, great momentum already for this new group."

**BY ALL MEANS** - I Surrender To Your Love (Island)
**GUY** - Groove Me (MCA)
**RJ'S LATEST ARRIVAL** - Off The Hook (EMI-Manhattan)
**ALEXANDER O'NEAL** - The Lovers (Tabu)
**NEW EDITION** - If It Isn't Love (MCA)
**J.J. FAD** - Supersonic (Ruthless/Atco)
**SHANICE WILSON** - The Way You Love Me (A&M)
**ANGELA WINBUSH** - C'est Toi (It's You) (Mercury/PolyGram)
**TELEVISIONS** - Do You Wanna Go With Me (Motown)
**TEENA MARIE** - Work It (Epic)
**TAMAR & THE SEEN** - Blueberry Gossip (A&M)
**REDDINGS** - So In Love With You (Polydor/PolyGram)
**THE SYSTEM** - Coming To America (Atco/Atlantic)
**TONY TERRY** - Forever Yours (Epic)
**MILLIE JACKSON** - Something You Can Feel (Jive/RCA)
**TYKA NELSON** - Marc Anthony's Tune (Chrysalis)
**OHIO PLAYERS** - Sweat (Track)
**LIVE CREW** - Move Somethin' (Luke Skywalker)
**EPMD** - You Got To Chill (Fresh)
**WILL DOWNING** - Sending Out An S.O.S. (Island)
**DAKRASH** - Trapped In Phases (Capitol)

*First time listed on this page.*

**INSIDE URBAN RADIO**

PRINCE has a great new song, "Nothing Compares 2 U," and should follow them right into the top--good song!" Paul Brown, WVOI-Toledo, commented on our Certified, TERENCE TREAT D'ARBY: "He covers all demographics with 'Sign Your Name.' It's catchy and it's different enough to go all the way." Earl Boston, WFXM-Macon, turning in his last report before heading out to KMJM-St. Louis, had this to say: "JAMES BROWN is doing his best song of the century. Full Force lends a helping hand and JB makes the best of it." He also says home-grown REDDINGS are getting great phone calls from listeners. Tony Wright, WJIZ-Albany, likes the MAC BAND. "Hot tune from Dallas-based group should do well here." Mike Archie, WHUR-Washington, likes three new releases: AL B. SURE!, LOOSE ENDS and NEW EDITION. About the new NEW EDITION, minus Bobby Brown, and plus Johnny Gill, he says. "Heard it the first shot out of the box. These are three nice summer grooves!" Jimmy Smith, KKDA-Dallas, likes NEW EDITION: "Already receiving phone calls. Stores here are out of the record as soon as they come in." His record to watch is THOMAS DOLBY. He's keeping an eye on it.

Our RTW this week is THE SYSTEM's new single from Eddie Murphy's new movie, "Coming To America." When the movie hits, keep watching this single. TYKA NELSON, Prince's tyke of a sister, gets this reaction from Hozie Mack, WFXC-Durham: "Her sincere singing style comes through, and it's slowly but surely gaining momentum."

GREGORY HINES drew a comment from Chris Clay, KQXL-Baton Rouge: "Sounds just like Luther Vandross, who produced it, and it's going to be BIG with adults as well as a great dance record."

Ciao for now, Betty

**LP CUTS**

TEDDY PENDERGRASS - 2AM/Love Is The Power/This Is The Last Time
MICHAEL JACKSON - Smooth Criminal
O'JAYS - 'Cause I Want You Back Again
KEITH SWEAT - Make It Last Forever/Right And Wrong Way To Love
PRINCE - Lovesexy
MICHAEL COOPER - Quickness/Ocean Wide/You've Got A Friend
D.J. JAZZY JEFF & FRESH PRINCE - Nightmare On My Street/Brand New Funk
WHISTLE - Still My Girl
EVELYN KING - Kisses Don't Lie
GARY TAYLOR - Tease Me
"R U Tuff Enuff"

The new single
featuring a rap by
Melle-Mel.
From the hit album,
"R U Tuff Enuff",
which also includes
the smash, "Plaything."
On Columbia Records, Cassettes
and Compact Discs.

*Columbia Records-Radio's Best Friend!

Produced by David "Pic" Canter for
"Pic" & Chance Productions, Inc.
Co-Produced by David Swensens,
Management: Raymond Katz & Associates.
"Columbia" is a Trademark of CBS Inc.
C 1989 CBS Records Inc.
SCRITTI POLITTI featuring ROGER - Boom! There She Was (Warner Bros.) The ultra-hip sound of Green Gartside's Scritti Politti makes a long-awaited return. This time, they have voice box assistance from the thrill seeker himself, Roger. Hot combo!

WINWOOD - Roll With It (Virgin) Steve Winwood is knocking on the R&B door, and we think you should hear his plea! Winwood is back to basics... R&B basics and it's sounding fine. Count on plenty of multi-format action of Winwood this week!

GREGORY HINES - That Girl Wants To Dance With Me (Epic) Luther Vandross makes his formidable production impact by handling this first singe for Gregory Hines' new album. Mid-tempo with a broad appeal, this shows us a new side to Hines' many talents.

REBBIE JACKSON featuring MELLE-MEL - R U Tuff Enuff (Columbia) If you saw this as an unlikely match-up, look again. Rebbie can knock heads and get tuff with the best of them. Melle-Mel lends a street smart rap to an already tuff lady. Check it out!

FULL FORCE - Your Love Is So Def (Columbia) New direction for Full Force -- and we mean NEW! These guys have been producing other acts, rubbing off their atypical style along the way. Full Force turn around and dish out a big helping of Def beat.

**REVIEWS**

By Betty Hollars and John Martinucci
ways kinds of love. love song, the PE
How of an called TP: (laughs) I think it's a great art form. It's something that shows creativity. It takes a lot of interpretation as well as a lot of creative talent. But I'm by no means saying that I love it! I'm just giving you my thoughts. It shows them expressing themselves and it certainly gives their parents the opportunity to understand where the kids are coming from. I think this gives us the opportunity to communicate with our children on their level. That's important. Also, musically it's an art form that I think is fantastic! To be able to sit there and talk in rhythm like that, that's quite an art.

BH: Would you sign any rap groups to your label if they came to you?
TP: If they were very good, yes. I'd like to see them perform, listen to their material, and try to get some type of feel for them by watching them perform somewhere to let me know what about this artist I need to know.

BH: Because of the recent successes many duets have had lately, do you envision yourself doing them, too?
TP: I've done them before. I had one with Stephanie Mills. I also did one with Whitney Houston--her first record was with me. A lot of things would depend on who I would do another duet with. First would be the style of the person, someone I would be compatible with. There's a lot more that goes into it. Sade has a very nice style. Patti LaBelle is very good. It depends on the material, too. Once you find the material, you find the style you want. Same thing applies if an artist has a decision as to whether I would do it with them.

BH: So if a female vocalist came to you wanting to do a duet with you, how would you handle that?
TP: First of all, you'd see a smile going from one side of my face to the other! (laughs) A Dionne Warwick or an Aretha Franklin, Gladys Knight, or somebody that has a proven track record would really interest me. I think we could get really creative. There are a lot of ladies out there I'd love to work with--Angela Winbush is nice, Regina Belle, Meli's Morgan has a very nice voice, Miki Howard, I mentioned Sade. There are so many out there. I'd feel really good if anybody asked me, of course.

URBAN CONTEMPORARY ADDS

Northeast

BOSTON, MA
SMITH/MODALE/WILD
NEW HAVEN, CT
HANNAL/DICKINSON, WNC
BUFFALO, NY
LAVERN BLAKELY WUFO

ROCHESTER, NY
KEVIN MORRISON-WKKX

PITTSBURGH, PA
WODSON BALLOW-WAMO

PHILADELPHIA, PA
DAVE ALLEN-FM

WASHINGTON, DC
MIKE ARCHER-WHU

BALTIMORE, MD
ROY SAMSON-WXYW

SALISBURY, MD
K.J. HOLIDAY-WJRY

OCEAN CITY, MD
JESSI ANZILIERI-Q104

RICHMOND, VA
MIKKI SPENCER WZKE
URBAN CONTEMPORARY

ADDS: Roger, Ohio Plyrs, PRICE/CANESSA - WLOU, Louisville.

JAY JEFFERIFS - KX77, MAURICE/AFAYETTE, VICTOR SAVAGE - FIELDS/MARCH.

MATT MORTON - LAKE.


W., Kool M. Dee, KY, Wondr/M.J., Nu Shanice W., Jazzy Jeff, Right Ocean, Earth,W.

GAVIN J.Carne, Earth,W, King, J.Kemp, Tony,T., Teddy /EVERETT CORK.


J.Kemp, Tony,T., M. Jackson, Todd /KEMP, B.Wright, Teddy P., M. Jackson, Abbott, E. King.

CHICAGO, IL

S.PRIETOS TAYLOR-WGCI/FM


CHICAGO, IL

BROCKMAN-WKXZ


BUTLER/P CLARK - KPUR


Randy Hall, Teddy /Hernandez.

Southwest

DALLAS, TX

JIMMY SMITH -KKDA


P., H. Hewett.

CATHY-KNXX


RUSTON, LA

LARRY DOBBIN-KNUS


LITTLE ROCK, AR

BROCKMAN-DEER-KOKY


LITTLE ROCK, AR

LENNY GREEN-WKDY


LITTLE ROCK, AR

REEDIE-HEIDE-CBS


CHICAGO, IL

COBHAM-MICHELLE W.MIX/MX

CROSSOVER STATIONS

BOSTON, MA

SUNNY JOE WHITE-WXKS/AM


NEW YORK, NY

KALONITZELLUS-HOT103


NEW YORK, NY

SCOTT SHANNON-120


FRESNO, CA

LEIGH LUST-WNYF/AM

Ocean, HOT: M.Oliver, HOT: H.Hancock, E.Geffkee, Ice-T, T. Dotty, Ten, Town, Boogie Down, R.Jaeuse, Egypt Go, Jesse Jon, Mantronics, S-Express, 2 Live C, Will 2 Pwr.

UTICA, NY

JIM HIGHT-WRCK/AM


Baltimore, MD

MIKE THOMAS-810


ATLANTA, GA

BOB CASE-239


WAYCROSS, GA

JAY/TAYLOR-WWUF


MIAMI, FL

TYSON/WILLIE B-HOT110

**OPENINGS**

**IMMEDIATE FULL & PART-TIME openings for Urban KMYX-Ojai, CA. T&R: H.T., PO Box 1060, Ojai, CA 93023.** [5/27]

**IMMEDIATE MORNING DRIVE OPENING at full service AC on coast of Maine. T&R: Dave Gilledge, PO Box 1129, Ellsworth, ME 04605. No calls, please.** [5/27]

**AIR TALENT OPENING at top 40 KAGO/AFM. T&R: Marshall Moss, #1 Radio Host, Klamath Falls, OR 97601. No calls, please.** [5/27]

**COUNTRY WDMV has two openings: 1) afternoon drive 2) News Director/m. anchor. Live near the beach! Call Mike Stanley: (301) 957-0540.** [5/27]

**FUTURE OPENINGS. FULL & PART-TIME AIRWORK. Aggressive personalities only.** [5/27]

**IMMEDIATE OPENING for OM/NEWS DIRECTOR. Need an old pro ready to settle in a great town at KRKC AM/FM-King City, CA. Call Bill Gitter at: (408) 385-5421.** [5/27]

**KNIX-PHONIX SEARCHING FOR A SPORTS Director. Must be a contemporary, knowledgeable, able to communicate major market sports with a Country music oriented format. References thoroughly checked. T&R: Stephen Kaufman, News Director, PO Box 3174, Phoenix, AZ 85281.** [5/27]

**PM DRIVE ON TOP 40 WDJO-Louisville. Call Chris Shebel at: (502) 589-4800.** [5/27]

**COUNTRY KTED NEEDS OVERNIGHT AT w/2 yrs. experience. Also has opening for part-timer with min. one yr. T&R: Chuck Wolfe, 21 South Chadbourne, San Angelo, TX 76903.** [5/27]

**WCBU AM89 HAS OPENING FOR MORNING talk personality to host Breakfast Club program. Good money. Contact Bob Irish, PO Box 1930, Manilow, WI 54221 or call (414) 682-8226.** [5/27]


**KWPC-MUSCATINE SEeks T&R for FUTURE openings. We are a full-service Country music station. Must have production skills. Females encouraged. Beginners need not apply. Tim Scott, 3218 Mulberry, Muscatine, IA 52761. No calls, please** [5/27]

**KTRS-CASPER HAS OFFICE POSITION/PRODUCTION OPENING. Possible part-time airshift. Females encouraged. T&R or application: Peter Masse, 250 West 1st, Casper, WY 82601.** [5/20]

**TOP 40 MED. MKT. WEEKENDS. Appleton/Oshkosh metro. T&R: Gary Johnson, PO Box 707, Neenah, WI 54957.** [5/20]

**ALBUM EVENING AIR TALENT. Must have production skills, great attitude, ability to think in war zones. T&R: Jeff Murphy, KKLZ/FM, 925 E. Desert Inn Rd., Las Vegas, NV 89110.** [5/20]

**FUTURE AIRSHIFT OPENINGS at Billings A/C KIDX T&R: Wes McShay, 2070 Overland Ave., Suite 103, Billings, MT 59103.** [5/20]

**FUTURE OPENING for Country automation operator w/2 yrs. T&R: Bob Louis, PO Box 8250, Rapid City, SD 57709. No calls, please.** [5/20]

**TOP 40 NEWS DIRECTOR w/lot of personal, med.-mkt exp. needed ASAP, T&R: Bill Steele, KWNE, 2936 N. State St., Urbana, IL 61842 or call: (707) 462-9045.** [5/20]

**EXP’S LOW-PROFILE WEEKEND AIR TALENT. Immediate opening. T&R: Bob Gowa, KTID, 1623 9th Ave., San Rafael, CA 94901. No calls, please.** [5/20]

**WYTE CONTEMPORARY FM needs AT for morning/afternoon drive, production, copy. Females encouraged. T&R: PO Box 1030, Stevens Point, WI 54481.** [5/20]

**ENGINEER NEEDED ASAP FOR AM/FM combo. Send resume now! Dean Wood, 409 S. 4th St., Laramie, WY 82070, or call: (307) 745-7396.** [5/13]

**NEWS DIRECTOR FOR KDES TOP 40. Immediate opening, exp. necessary. Resume: Jeff Kelly, 821 N. Palm Canyon Drive, Palm Springs, CA 92263, or call: (619) 325-1211.** [5/13]


**Fresno Top 40 KMGX seeking work on West Coast. Team player w/7 yrs. exp. JEFF SCOTT:** (209) 266-0122. [5/27]

**CENTRAL IA’S LATE-NIGHT ENTERTAINER is free at last and looking for a new challenge. Seven years on air & advertising. BUD HARTLEY:** (515) 277-1466. [5/27]

**12-yr. Top 40/AOR pro seeks Top 100 South, SW or West. RICH: (712) 258-2903.** [5/27]

**Top 40 air talent. KMEL Hot 97. JEFF MOSLEY:** (415) 733-644. [5/27]

**AT/PROD./MD. 3 yrs. exp., good pipes & attitude. Currently p.m. drive at 100 kw, seeking new challenge in Pacific NW. AC/T40/Album. BRENT:** (509) 765-6334. [5/27]

**PD/AT, formerly KJO-Ogdens/Salt Lake. PAUL WILSON:** (801) 566-2144. [5/27]

**Creative, fun 5-year pro w/great voices seeks middays, after Oldies or AOR in Top 200 mkt. DAVID:** (715) 258-3049 anytime. [5/27]

**Country programming specialist seeks management position at small-mkt. Country station.** (301) 957-1067 after 4 p.m. EDT. [5/27]

**If you have a med/large mkt. Contemporary Country station in the West, I’d like you to hear my tape and check my resume before you hire an AT or PD. CHUCK:** (915) 699-1903. [5/27]

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**NEEDED**

**KXRA: Country LPs from all labels. Larry DeFrance, 1312 Broadway, Alexandria, LA 53608.** [5/27]

**KHTT: Top 40 singles, LPs from Arista & MCA. Luther Frost, PO Box 1866, Minot, ND 58702.** [5/27]

**WFGN: Country singles & LPs from Mercury. Pam Sutherland, PO Box 1388, Galney, SC 29342.** [5/27]

**KTRW: Singles & LPs from MCA, RCA, CBS. Randy Robbins, S. 5005 Regal, Spokane, WA 99223.** [5/27]

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**AVAILABLES**

**AT/News Director looking for a better oppy. Willing to relocate.** (303) 332-5860 leave message. [5/27]

**14 year entertainer. Can do it all! Formerly l-100 & WWMZ. Seeking PD/M/AT at SE Top 40 or A/C. CRAZY RON: (904) 694-7992.** [5/27]

**On-air position or News w/11 yrs. exp. Willing to relocate. Have worn all hats. WAYNE MENNING: (303) 332-5815.** [5/27]

**Top 40/AOR pro w/great pipes, prod. PAT NODAY: (314) 933-5100 or 634-7825.** [5/27]

**Production Wizard, 5 yrs. med. mkt. exp., seeks PD or AT position in T40, AC, Urban. Great morning show. RICK: (803) 773-6573.** [5/27]

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**Send notices of job openings or availables to Natalie Cussenza, c/o Gavin Classifieds, One Halldale Plaza #726, San Francisco, CA 94102 or call (415) 392-7760.**
Dave Sholin's Personal Picks — Singles

Steve Winwood - Roll With It (Virgin)
Whoa...it's back to the kitchen for some more rock 'n' soul stew. This is without question the best record I've heard so far this year! Certainly when we recollect this summer, we'll think of this song. This Winwood & Jennings collaboration is on a roll indeed.

Icehouse - My Obsession (Chrysalis)
HOLY KOALA...they've done it again. Top 40's acceptance is no surprise to those who've been keeping a close ear on them over the past few years. Iva Davies and Robert Kretschmer have unlocked the combination that works.

Tony Terry - Forever Yours (Epic)
It's been thirty years since The Diamonds, The Chantels, The Platters, The Penguins, The Five Satins and so many others gave the world dozens of ballads now affectionately called "doo-wop." Amazingly, the universal appeal of the style insures it will never disappear. In every decade since the Fifties, there've been songs that keep the tradition alive. This newest contribution is a charmer that won me over in about ten seconds.

Dan Reed Network - Get To You (Mercury/PolyGram)
Rock 'n' roll you can dance to, delivered by a band that knows how to blend varied musical influences very well...injected with a soulful energy that has become the groups trademark.

Inside Album

Continued from page 37
acoustic base of Melissa Etheridge's aggressive sound. According to Ginger Havlat, four out of KBCO's five most requested songs are maternal acts like Melissa, Tracy, Toni and 10,000 Maniacs. Jack Alexander of KKAZ, our new reporter from Cheyenne, has recently added Shona Laing and Toni Childs. "I like the fact that there's now a choice."
"Jeff Damon at WMVY uses the music of Basia and Sade to attract the adult listeners in his market. Alan White at KILO cites the quality of rockers like Face To Face, Stealin Horses and Legal Weapon, finding a rock edge more suitable for KILO's airsound. Steve Cole at KSPN, the first person to alert us to Longhouse, is deep on Toni Childs.

Pat Benatar. Inevitably Pat Benatar's name comes up, Tommy King at WAAW and JD at WONE both wonder who will dethrone Ms. Benatar? Well, whoever is attempting that feat should be aware that Pat Benatar's upcoming new album was produced by Keith Forsey and the song that I heard was among her best work. All of this is good news. Like the blues, female fury is an intriguing ingredient for Album Radio. With so many fierce competitors, there's bound to be some casualties and some criminal neglect. However, I'm willing to bet that the final outcome will be a string of developed female artists who will balance out Album Radio's reputation as a men's club. I also expect to see these same artists impacting the competing formats as well. Yet as with other forms of rock n roll, Album Radio carries the distinct advantage of having access to these artists first. After talking with the Gavin sample of reporters, I can say that a lot of radio ears are firmly on the case.

Nile Rodgers & Teddy Pendergrass

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Co-Produced and Engineered by Ray Bardani
Management: Patrick Rains & Associates, Los Angeles

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DAN REED NETWORK'S NEW SINGLE HAS PEOPLE TALKING!

"Putting local bias aside, we believe in Dan's talent as an artist. "Ritual" was big for us while at the same time 'Get To You' is pulling huge 'phones. The record is massive."
Chet Buchanan — KKRZ

"This guy is gonna be a superstar. Get on board now and start playing 'Get To You'. We're gonna jump on it out of the box!"
Gary Bryan — KUBE

"Dan Reed is instantly likeable and a fun party person. Even if you'd never met him, you'd instantly know it from his music. In Seattle, people can't wait to hear his songs. I feel 'Get To You' will be bigger than 'Ritual'... and that went to #1 here."
Casey Keating — KPLZ

See the Dan Reed Network on tour as they cross more borders.

5/15 Providence, RI — 5/26 Armonk, NY
5/17 Montreal, QUE — 5/28 Wilkesbarre, PA
5/18 Toronto, ONT — 5/29 Harrisburg, PA
5/19 Detroit, MI — 6/2 Sayerville, NJ
5/21 Norfolk, VA — 6/3 New York, NY
5/22 Baltimore, MD — 6/4 Poughkeepsie, NY
5/24 Philadelphia, PA — 6/6 Cleveland, OH
5/25 Washington, DC — 6/7 Indianapolis, IN
5/26 Sayerville, NJ — 6/8 Nashville, TN

Produced by Bruce Fairbairn.
Direction by Bill Graham Management

DAN REED NETWORK
GET TO YOU

Produced by Bruce Fairbairn.
Direction by Bill Graham Management

On Mercury Compact Discs, Chrome Cassettes & Records.